



Received: 18-08-2022

Accepted: 28-09-2022

International Journal of Advanced Multidisciplinary Research and Studies

ISSN: 2583-049X

Analysis of brand building and development process of SaigonTourist in Vietnam

¹Tran Huu Ai, ²Dinh Nguyet Bich, ³Nguyen Anh Phuc, ⁴Nguyen Le Vuong Ngoc
^{1, 2, 3, 4} Van Hien University, Vietnam

Corresponding Author: **Tran Huu Ai**

Abstract

This article will show how the brand of an enterprise dealing in a service industry such as tourism compared with

traditional products and services in other industries is also impacted by Covid-19.

Keywords: Brand Management, SaigonTourist, Vietnam

1. Introduction

1.1 The reason for analyzing the topic

Since ancient times in human history, travel has been recognized as a hobby, an active rest activity of people. Today, tourism has become an indispensable need in the social and cultural life of developed and developing countries. Tourism is one of the fastest growing economic sectors smokeless, one of the industries that drives the great total revenue for the country, and tourism has become a very important economic sector. In addition, tourism also promotes development of foreign trade activities and other industries create many stable job opportunities. With available tourism resources such as natural tourism resources and tourism resources. With a rich and diverse human history, Vietnam has many favorable conditions for sustainable development sustainable tourism industry, through tourism has attracted a lot of investment capital from the country outside. Tourism is also a bridge for cultural exchange, learning and understanding each other businesses in particular, people in general between Vietnam and other countries in the world. Have maybe because of the great potential that the tourism industry has brought to our country in recent years. The Party and State have brought the tourism industry forward as a spearhead economic sector in planning National economic development. In addition to interesting natural landscapes and unique human values, Vietnam is also known to tourists as a heroic country through the nation's heroic struggles to build and defend the country. This can be considered as one of the attractions for international tourists as well as domestic tourists of Vietnam tourism. Saigontourist Travel Service Company is one of the leading travel operators in Vietnam. In the period of globalization, the company is experiencing positive and negative impacts of integration and trade liberalization. Faced with that situation, the company needs to be aware of the influence of the brand building and development process. Combining the rationale and reality of Saigontourist Travel Service Company, I would like to present some analysis on the construction and development process to clarify the influence of those factors on the tourism service industry. in general and Saigontourist Company in particular.

1.2 Research methods

This topic mainly uses qualitative and quantitative research methods to survey and evaluate the evaluation of experts and customers who are using the service about the components of building a brand name for the hotel chain of the Saigontourist system.

Data collection method: To carry out this study, the group used the following data sources:

- Secondary data: from reports of the Corporation, documents, books, magazines, from available studies, related to brand and selected activities related to brand building.
- Primary data: survey of customers on brand awareness of hotel chains under the Saigontourist system. The survey information includes: brand positioning, brand building, brand valuation, brand promotion, brand distribution, after-sales service.

Data processing method: This study uses SPSS 16 software to support data analysis. The analytical methods used in the study include frequency statistics and descriptive statistics to analyze the current state of branding of hotel chains under the Saigontourist system.

2. Theoretical basis

2.1 Brand concepts and roles

2.1.1 Brand concept

Until now, brand is a term widely used in the field of business and marketing. There are many definitions and research papers on this term. Below we will look at some definitions of brands by some authors in the world:

According to the World Intellectual Property Organization (WIPO), trademarks are tangible and intangible signs, especially used to identify a product, goods or services produced or sold. Produced and supplied by companies, enterprises

In the traditional view of a brand represented by the American Marketing Association (AMA), a brand is a name, term, design, symbol, or any other feature intended to identify goods and services of one seller or group of sellers and to differentiate them from those of competitors.

We can draw conclusions about a brand as a set of signs including both tangible and intangible that can distinguish the goods and services of one enterprise from those of another enterprise. At the same time, these signs are also planted in the minds of customers and/or the public so that every time they mention it, customers can feel whether this is a strong or weak brand, good or bad, can be trusted. or not...

2.1.2 The role of brands

▪ *The role of brands to customers*

Branding will help customers quickly distinguish the product they need to buy in a set of products of the same type. Brand is seen as an introduction, message and an important sign on which customers will make the final choice.

▪ *The role of brands for businesses*

Brand helps to create an image of business and products in the minds of customers: Usually, customers will choose goods by their feelings, if a product first appears, it will not have an image which is in the mind of the customer. By positioning the brand, customers are formed and the individual value of consumers is confirmed to create brand value.

▪ *The role of brands in the economy in the integration trend*

Building strong brands will be a barrier against the entry of low-quality and cheap goods from abroad, protecting the domestic market. Certainly, and gradually shortening the gap with other countries in terms of economy.

2.2 Branding Content

2.2.1 Build brand visibility

Building a brand vision is one of the important steps in the branding process. Branding is the process of selecting and combining tangible as well as intangible attributes with the aim of differentiating the product or the business itself in an interesting, meaningful and engaging way.

Brand vision is a concise and transparent message that orients the brand's activities and also orients the brand's development through analysis and positioning between the present and the future.

2.2.2 Brand Positioning

Brand positioning is the position that an individual or organization owns in the customer's perception, it helps the brand to easily distinguish itself from competitors. Brand

positioning is implemented by marketing strategy, helping the brand to make a difference.

The human brain's mechanism of action is to put the necessary characteristics into memory and then access them when it is necessary to make a choice or decision behavior. Successful brand positioning is about possessing characteristics that are important to customers in the field in which the brand operates.

2.2.3 Building brand identity system

The brand identity system is an effective tool to promote the Brand, it is an asset that needs to be cared for, managed and invested extensively and for a long time.

2.2.3.1 Brand name

A brand name is a name (usually a proper noun) applied to a particular product or service by a manufacturer or organization. Currently, there is no exact definition for the term brand name. However, through practical application, a brand name can be understood as a name that an enterprise or organization gives to a product or service line that they are producing and trading.

2.2.3.2 Design shapes and logos

2.2.3.2.1 Design shape

When it comes to design, you can't forget the shape aspect, a very important element in the completion of a graphic product. An interesting thing is that each shape can say a lot about your brand.

Graphic products included in the brand identity include:

2.2.3.2.2 Logo

Logo is the backbone of the entire identity. When designing a logo, you must ensure that your logo meets the following factors:

- Clearly convey who you are and where your brand values lie.
- Has an eye-catching appearance: Neat and bright.
- Make sure your brand logo within the next 6 months will not be outdated.
- Must leave a bold mark in the mind of the customer.
- And don't forget to create multiple versions of your logo (like a black and white version, various sizes). This helps you proactively attach your logo to various design publications.

2.2.3.3 Visiting card

No matter what field you work in, a business card is one of the elements that help your business score points in the eyes of partners and customers. When designing a business card, you only need to remember one basic rule: the business logo is on one side of the card, the other side is for showing the details of the card holder.

The brand identity kit is the place for you to position your brand value, make a difference before your competitors, as well as change the customer's perception of your business.

2.2.4 Brand promotion

A brand with strong potential and attraction to customers and the general public is called the symbol of the company's standards and guidelines. All efforts on brand research and development, production and production methods, marketing, management, etc. are focused on the process of creating a brand. Therefore, each brand must set its own

standards and must constantly strive to satisfy the expectations of customers who are always quick to approach the brand's progress.

2.2.4.1 Product strategy

▪ *Concept*

Product strategy is the product decisions of the project made by top management, product strategy determines the success in realizing the project goals and influences the decisions. other. A product strategy is a blueprint – describing the goals and direction a business hopes to achieve with its product, and how it plans to do so.

▪ *The role of product strategy*

Product strategy has a particularly important role and position. It is the foundation that is the key to the success of the overall marketing strategy. Product strategy is the sharpest weapon in the market competition.

Product strategy helps businesses determine investment directions, design products that suit their tastes, limit risks and failures, and direct the effective implementation of the remaining Ps in the marketing mix.

2.2.4.2 Pricing Strategy

▪ Pricing strategy concept

Price is an important component of the marketing mix and must be managed as intelligently as we manage other components. Overall price is part of the product/market plan and not an isolated fact. Price is the only “P” element in the marketing mix that we can derive value for ourselves from the value we have created for our customers. Given the importance of Price as such, price deserves a high investment of time and attention.

▪ The role of pricing strategy

Price represents the value (usually in the form of money) that a customer is willing to pay to satisfy a need. If you want your customers to happily pay a high price to buy your product then you need to do research on customer value creation and pricing strategy.

Thus: Pricing strategy is the decision to price the product to suit the target market from which to get the most optimal profit.

2.2.4.3 Distribution strategy

▪ *The concept of distribution strategy*

Distribution is the process of moving a product from the producer to the final consumer through intermediaries by various modes of operation. The distribution system is the asset of the enterprise, in order to ensure the delivery of the company's products to customers in the fastest, most stable and most effective way. In other words, the "essence" of distribution is the "art" of bringing a product to market.

Thus: "Distribution strategy is a system of decisions to bring the product physically as well as in terms of ownership or right to use the product from the producer to the consumer in order to achieve the highest efficiency."

▪ *Distribution strategy role*

Distribution strategy has really important content in the Marketing system that businesses need to solve well in their Marketing mix strategy. To sell well, a business needs to satisfy a lot of requirements from customers.

2.2.4.4 Promotion strategy

▪ *Concept of promotion strategy*

The promotional mix in marketing is a combination of the

following activities:

- Advertising, promotion, offering or personal selling, publicity.

- All the above promotion activities must be coordinated to achieve maximum communication effect to consumers.

▪ *The role of promotion strategy*

Promotion strategy plays a big role in Marketing. Thanks to the tools of the promotion strategy, it accelerates the offering, sales, market penetration, increases revenue and turns capital quickly, contributing to improving business efficiency.

Promotion strategies create competitive advantages for businesses, convey information about businesses and products to consumers. In other words, promotion strategy is a competitive weapon in the marketplace.

3. Saigon Tourist Brand Building and Development

3.1 Brief introduction of the company

Ho Chi Minh City Tourism Company (Saigontourist) was formed and put into operation in 1975. Until March 31, 1999 according to the decision of the People's Committee of Ho Chi Minh City, the Tourism Corporation Saigon was established, including many member units, in which Ho Chi Minh City Tourism Company is the core.

Saigontourist is considered by the Vietnam National Administration of Tourism as one of the leading enterprises in the field of tourism due to its positive contributions to the development of the national tourism industry with many service models such as accommodation, restaurants, travel, entertainment, commerce, import and export, duty free shops, transportation, construction, tourism & hotel training, food production & processing...

Over the years, Saigontourist has diversified its business fields, and currently manages 8 tour operators, 54 hotels, 13 resorts and 28 restaurants with full amenities. In the field of joint venture, Saigontourist has invested in more than 50 joint stock and limited liability companies in the country and 9 joint venture companies with foreign capital, operating in major cities across the country.

With the motto "Brand - Quality - Efficiency - Integration", Saigontourist will focus on enhancing business efficiency, improving service quality, developing investment capital to upgrade facilities, develop new products with traditional cultural characteristics, strengthen propaganda - promotion - marketing to target and potential markets.

As an official member of world travel organizations such as PATA, ASTA, JATA, USTOA, and with cooperation relationships with more than 200 international travel service companies of 30 countries, Saigontourist will continue to focus on developing markets, especially international target markets such as: Japan, China, Taiwan, Singapore, Korea, France, Germany, UK, Canada, USA through advertising new products for accommodation, restaurants, travel, shopping, MICE, river and cruise tourism. To ensure sustainable growth, Saigontourist will actively develop branches in Southeast Asia.

Along with advertising new products in accommodation, restaurants, travel, shopping, MICE, river cruises and cruises. With strong potential and vision into the future of Vietnam's tourism industry, Saigontourist continues to strive to expand its market and brand towards Vietnam on a par with Asian tourism.

Saigontourist travel brand has always been affirmed and recognized in the international and domestic markets through awards and noble titles every year and by its own outstanding specific business activities and performance. Right after its establishment, DVLH Saigontourist company was one of the first companies ranked by the National Administration of Tourism at the top of TopTen International Travel in Vietnam (1999), and ranked by the People's Committee of Ho Chi Minh City, State level 1 (2001), certified as the first travel company in Vietnam to achieve ISO 9001 - 2000 certificate of quality management (2002). From 2008 to now, Saigontourist travel service company is the only travel company selected to participate in the National Brand program of the Government of Vietnam. Continuously since 1999, Saigontourist travel service company has been awarded by Vietnam National Administration of Tourism the leading travel title in Vietnam in all three key areas including international tourism, foreign tourism, and domestic tourism.

3.2 Status of the process of building the brand Saigon Tourist

3.2.1 Define brand vision

Vision: To become one of the leading travel brands in Southeast Asia, enhancing the image position of Vietnam. Developing according to the trend of integration, sustainability, business efficiency associated with indigenous cultural values, community benefits.

Core values: Prestige of the leading tourism and hotel brand in Vietnam and the region. A long-standing cultural foundation imbued with national identity. The system of products and services is diversified, up to standards and class. Tradition of hospitality and professionalism, responsibility, dedication, meeting the diverse and high-end needs of customers.

3.2.2 Brand positioning of Saigon Tourist

In Vietnam's tourism industry, Saigontourist Travel Service Company is a pioneering travel enterprise with breakthrough innovations, sustainable growth, firmly affirming its leading position in product and service quality, business efficiency. In 2010, the Company achieved a total revenue of more than VND 1,334 billion in travel and tourism, with a profit-to-capital ratio of more than 97%, serving over 320,000 international and domestic tourists (by air, sea, and road). river and road).

Saigontourist has constantly strived, created and innovated business methods, diversified products and services, and improved service quality.

Building a unique feature with rich tourism products, outstanding service quality, bringing a variety of experiences and satisfaction to customers.

Developing in the trend of integration, sustainability, maximizing business efficiency, providing unique product lines, services and professional service, Saigontourist has issued 5 Hotel Management Processes standard star Saigontourist

More than half, Saigontourist has determined to become one of the leading travel brands in Southeast Asia. With the message "Enjoy Vietnamese identity", Saigontourist always takes the long-standing cultural foundation imbued with the identity of the Vietnamese nation as the focus plus international standard quality, constantly improving its position, contributing to the image of the country with more

than 4,000 years of civilization has come closer to international friends and affirmed its brand.

3.2.3 Define brand identity system

The new Saigontourist logo this time inherits the image of a yellow apricot flower surrounding the previous globe of Saigontourist itself. Slogan "*Enjoy Vietnamese identity*", conveys the message that Saigontourist is a convergence of delicate traditional Vietnamese cultural colors that are distilled and incorporated into product and service lines. Diversity and class of Saigontourist, in order to bring complete and wonderful enjoyment to customers.

Also on this occasion, Saigontourist launched many new publications in many languages, with colors and messages according to the standard rules of the new Brand Identity System. Besides, Saigontourist has planned to widely promote the new brand identity of Saigontourist in domestic and foreign markets, through events, contests, festivals, conferences, seminars, fairs, etc. cooperation programs, promotion on media channels.

The new brand identity system of Saigontourist will be applied throughout the Saigontourist system, at hotels, resorts, restaurants, tour operators, amusement parks, etc.

3.2.4 Brand promotion

▪ Advertising programs, promotions, discounts

Promotions of SAIGON TOURISTS Travel Service Company (STS) are mainly aimed at the price policy at appropriate times of the year such as: holidays, Tet of the year, summer holidays, festivals, etc. A special feature of STS is that the fare on these days is not only not different from weekdays but also provides additional services, which has made a difference for the company and competes with other travel companies. Calendars often increase in price during the holidays. In addition to ticket discounts, STS also applies other incentive programs for members who are members to keep old customers and develop new customers, a specific program that is "On the occasion of 45th anniversary established Saigontourist (August 1, 1975 – August 1, 2020), Saigontourist Travel Service Company under Saigontourist Group offers 30% discount on flight and road tour packages from only 979,000 VND. This preferential price is also applied to customers who buy at the offices and branches of Saigontourist Travel or buy online at the website www.saigontourist.net during the event period.

▪ Media

With the development of social networking tools such as facebook, youtube, newspapers... the ads are posted on it. An important communication channel is outdoor advertising: Place billboards in some central districts of the city center such as District 1, District 3, District 5.

Saigontourist supports propaganda, promotes images, destinations and tourism products and services to the global market through a network of domestic and international media and Saigontourist's partners, in a number of places. international fairs in countries with the participation of Saigontourist.

Currently, taxi is not only a means of public transport but also a useful communication channel to promote the brand image. Saigontourist taxis are concentrated at big hotels in the city center such as New World Hotel, Rex, Grand, Continental, SECC, etc., especially at Tan Son Nhat airport parking lot.

▪ **Community Relations (PR)**

Saigontourist (STS) regularly participates in sponsoring other humanitarian programs such as: For Victims of Agent Orange, Humanitarian Blood Donation and Eye Surgery for Poor Blind Children, Vietnam Smile Surgery, and Surgery. Cardiac surgery for poor children, supporting poor patients, tsunami victims, flood victims, Saigontourist is also the first unit in Vietnam to sponsor the organization of the program "Lighting faith" - a tour and donation program. Annual travel audiobook for visually impaired students in HCMC. Not using advertising to expand influence, STS focuses on charity activities, with the aim of spreading its image in activities that will attract consumers' attention. PR activities - include many activities, and STS has successfully decided to build the image of a travel business that is always available in community activities.

3.3 Advantages and disadvantages of building the brand Saigon Tourist

3.3.1 Advantage

- Saigontourist is evaluated by Vietnam National Administration of Tourism as one of the leading enterprises in the field of tourism due to its positive contributions to the development of the national tourism industry with many service models such as: restaurants, travel, entertainment, commerce, import and export, duty-free shops, transportation, construction, professional training in tourism and hotel.
- Over the years, Saigontourist has diversified its business fields. With strong potential and vision into the future of Vietnam's tourism industry, continue to strive to expand the market towards Vietnam on a par with Asian tourism. Besides road, air and river travel, cruise tourism is always a strength that Saigontourist serves nearly 40,000 international cruise passengers to Vietnam.
- With the advantage of experience in serving large ships along with a variety of tours and services, a team of professionally trained personnel; Cruise tourism is one of the leading strengths of Saigontourist.
- In the first 6 months of 2011, Saigontourist served nearly 40,000 cruise passengers (mainly British, French, German, Italian, Spanish, Australian, Japanese, etc.) from large international ships such as the Costa Classica, Costa Romantica, SuperStar Virgo, Princess Daphane, Amadae, Pacific Venus, Europa, Bremen.
- Proactivity is a great secret to helping Saigontourist overcome difficulties and stabilize development. The Corporation has devised appropriate coping strategies, measures, and business strategies to limit losses and overcome difficulties. difficult, keep the speed of development.

3.3.2 Disadvantages

- SaigonTourist is Vietnam's leading business enterprise, is a reputable brand in the market, so the price of tourism products is relatively higher than that of other travel businesses. Therefore, for customers with average or lower income, there is little choice of company products, because the price is not suitable for them.
- In addition, the impact of the global economic crisis has affected the tourism industry as users tighten their spending, and investors are also more hesitant to decide to expand the market.

- In addition, some local residents have low awareness, which causes troubles for tourists, for example: price discrimination with locals and tourists, enticing guests, begging, pickpockets, etc. Especially, traffic jams, blockhouses, and environmental pollution greatly affect the company in particular and the tourism industry in general.
- The introduction of increasingly large network companies such as Benthantourist, Fiditour is also a concern for the company.

3.3.3 Reason

- The reason why Saigontourist built a new brand identity
 - To convey the message that Saigontourist is the convergence of traditional Vietnamese cultural colors, which are distilled and incorporated into diverse and high-class products and services to bring complete and wonderful enjoyment to customers.
 - The new logo represents the breakthrough, modernity and strong maturity of the brand, suggesting more luxurious, classy and professional products and services.
- Causes of disadvantages in branding
 - The tourism industry was affected by the global economic crisis.
 - Fierce competition from competitors in the industry.
 - The price of Saigontourist's services is aimed at high-income people, making it difficult for low- and middle-income users to access the brand.

4. Recommendations and solutions to develop Brand Saigon Tourist

4.1 Orientation to develop Saigon Tourist brand

Saigontourist travel under Saigontourist Group is one of the leading travel service providers not only in the southern market but also in the whole country. In addition to its long history - established in 1975, the business scale is also ranked first in the country - the average revenue before the epidemic is about 5,000 billion VND/year.

Imprints of brand work, marketing promotion, investment in brand development, event organization, marketing promotion and communication continue to be interested in promoting, implementing synchronously, creating buzz, Timely business support. The program of Tet festival and Nguyen Hue Flower Street 2019 is one of the outstanding activities. This is also the 16th year that the Corporation has been assigned to organize by Ho Chi Minh City and has achieved great success, attracting millions of visitors to enjoy and meet the entertainment needs of the people during Tet.

Besides, participating in organizing and promoting at fairs, domestic and foreign tourism events is also the strength of Saigontourist Group. Notably, there are ITB Tourism Fair in Germany, Ho Chi Minh City Tourism Festival; VITM Hanoi Fair; Vietnamese Food Festival in the program "Ho Chi Minh City Days in Saint Petersburg"; Dat Phuong Nam Food Festival; Ho Chi Minh City International Tourism Fair ITE; Saint Petersburg Tourism Forum - Vietnam in Saint Petersburg; WTM London Travel Fair.

However, like many businesses working in the tourism industry - especially in the travel industry, Saigontourist Travel is still severely damaged by the Covid-19 epidemic. According to Mr. Nguyen Huu Y Yen - General Director of

Saigontourist Travel Service Company, in the past 2 years, his business has been operating effectively for about 6 months in total.

The company sets out the goals to be implemented in the period of 2021 - 2025:

- According to Mr. Hung, the business situation in 2022 is forecasted to be difficult, but this is the second year entering the development phase 2021-2025 with the goal of asserting itself as the leading tourism company in Vietnam.
- Associating the company's brand image with quality and prestige, increasing the trust of customers.
- Accelerate the investment of projects, deploy on schedule to ensure the progress with the best efficiency, in line with the general development orientation of the company.

4.2 Solutions to build and develop Saigon Tourist brand

4.2.1 Solutions to increase company's brand awareness

Brand music is a brand element that is represented by music, interesting pieces of music that are firmly attached to the minds of consumers. At the same time, it must be properly and fully aware of the brand in the whole company, build the brand on the basis of thorough market research, register for trademark protection in the market, manage the brand to ensure its reputation. and the brand image is constantly being improved. The company can consult a brand expert, and in the process of branding, it is necessary to have an information exchange system and to develop a program to check and monitor construction and development activities. develop the brand holistically and closely. Documents can be stored on a CD kept at the board of directors or other departments so that everyone in the company can access and learn when customers have a need to ask or convenient in building a location. brand for the company.

The building of a brand name creates an impression in the minds of consumers, helping consumers always remember the company's brand through that slogan. At the same time, closely monitoring in branding helps the company detect errors and weaknesses and take timely corrective measures so as not to affect the company's strategy.

4.2.2 Diversify and improve the quality of the company's products and services

Regularly survey customers through questionnaires on service quality, customer satisfaction, etc. to assess the best service quality. Regular customer surveys are effective for quality improvement, and at the same time create close relationships and build customers' trust in the company. The company needs to focus on offering the right types of services to best serve customers, then affirm the brand is resounding and people know more.

4.2.3 Form a reasonable and flexible price

The company needs to monitor, analyze and predict volatility trends so as to have a proactive plan in adjusting services to be proactive and avoid sudden cost increases. The company needs to develop a flexible pricing policy suitable for each customer group. Especially, at a difficult time of the economy like now, customers need to be treated well and have more choices. The company should understand the prices of competitors clearly in order to have a policy of setting a reasonable price or pricing it lower than

competitors when it wants to enter the market.

4.2.4 Build diversified distribution channels

The company can choose from many different forms: the company takes advantage of famous websites such as: Travel.com.vn, Dulichviet.com.vn, etc., when interested customers can find out information about prices, answering questions about the tours that the company has put up, thereby advising customers. Employees in the company must master the knowledge and tours, understand the process, have communication skills, listening skills, handle situations from which to convince customers.

4.2.5 Promote promotional activities in building and developing the company's brand

▪ Build a professional website

The company consults with experts in the field of marketing and expertise to design a professional and effective website. There are items for customers to search: categories, payment methods, promotions, prices...

▪ Using advertising media on television, newspapers, and social networks to position Saigon Tourist's brand

Take advantage of communication tools to promote the brand through: television channels, buy & sell newspapers, youth, internet, through social networking sites (facebook, intagram, tiktok) to promote the brand to customers. Potential customers and existing customers know the company quickly. But equally important is the introduction by friends and relatives and especially the company's current customers.

▪ Use catalog

The company makes itself stand out by adding information to the catalog, using color images of tours for customers to know more information.

▪ Public Relations

The company participates in activities to support flood compatriots, build houses of compassion. In the face of complicated epidemic situation with the number of infections increasing rapidly in a short time, Saigontourist Group mobilized 5 hotels including Continental, Kim Do, Oscar, De Nhat and Thien Hong arranged bedrooms for 1,050 people of the medical team supporting Ho Chi Minh City to fight the epidemic. In addition to the above 5 hotels, Saigontourist Group also prepares a backup for New World Saigon Hotel to welcome a delegation of medical experts and doctors. Organizing events helps the company to poll customers, thereby maintaining the loyalty of existing customers and attracting potential customers. At the same time, the company can also take advantage of the event to introduce new projects to strengthen the position of the company's brand in the minds of customers.

4.2.6 Improve the quality of human resources

Building a comfortable working environment and taking care of life, material spirit for employees contributes to promoting the spirit of self-study and creativity at work, members are connected, open to each other and easily share Share information you need to know, skills to work with each other. At the same time, building a team specializing in branding to build a more professional brand image, which is known by many customers. The company should design uniforms in the company, with the name, logo, slogan to show the professionalism and community of the company.

4.3 Recommendation

4.3.1 For the state

In all fields, industries and areas, all are under the management of the state. The orientation of activities, building and developing the brand is greatly influenced and governed by the regulations of the state. In order to help the brand management activities of Saigon Tourist Company become more and more perfect, I would like to propose some ideas:

- The State must make a clear policy, strictly enforce it, and properly punish the counterfeiting of trademarks. Have a policy to protect the intellectual property of the enterprise.
- The State also needs to issue regulations on the purchase, sale and transfer of trademarks to strictly manage this activity, preventing fraudulent acts and appropriating capital of other enterprises.
- The state needs to further improve the trademark registration procedure.
- It is necessary to launch a program to support building a healthy brand through supporting costs, media, etc.

4.3.2 For Saigon Tourist company

- Deploying the branding strategy, leaders need to thoroughly grasp and unify the branding strategy in a long-term and professional manner.
- In the communication campaign to reach out to customers, the propaganda "Enjoy Vietnamese identity", in order to build a brand image in the minds of customers.
- Self-affirmation of the brand within the company before bringing the brand image out.

5. References

1. <https://ximgo.com/tin-tuc/saigontouristnet-lua-chon-hoan-hao-cho-moi-chuyen-di-1302>
2. <https://tcdulichphcm.vn/chuyen-hay/chien-luoc-phan-trien-king-doanh-saigontourist-2017-2020-c17a4012.html>
3. <https://text.123docz.net/document/8493893-khao-sat-chien-luoc-king-business-cua-doanh-nghiep-du-lich-cong-ty-dich-vu-lu-hanh-saigontourist.htm>
4. <https://vietnamtourism.gov.vn/index.php/items/13421>
5. <https://mwg.vn/uploads/delightful-downloads/2015/03/MWG-BCTN-2014.pdf>
6. <https://www.brandsvietnam.com/4566-Saigontourist-cong-bo-nhan-dien-thuong-hieu-moi>
7. <https://ladigi.vn/phat-tich-chien-luoc-marketing-cua-cong-ty-du-lich-saigontourist>
8. <https://saigontourist.com.vn/phat-trien-ben-vung/chien-luoc-phan-trien-ben-vung>
9. <https://saigontourist.com.vn/ve-chung-toi/tam-nhin-su-menh-gia-tri-cot-loi>
10. <https://sthc.edu.vn/su-menh-tam-nhin-gia-tri-cot-loi-vatriet-ly-Giao-duc.html>
11. <https://saigontourist.com.vn>
12. <https://www.hcmcpv.org.vn/tin-tuc/phat-trien-nhung-san-pham-dot-pha-tao-nen-thuong-hieu-the-manh-cua-saigontourist-group-1491861433>
13. <https://text.xemtailieu.net/tai-lieu/tim-hieu-chien-luoc-phan-trien-va-dua-ra-diem-yeu-diem-manh-cua-cong-ty-dich-vu-lu-hanh-saigontourist-931403.html>
14. <https://tphcm.chinhphu.vn/saigontourist-da-dang-hoa-san-pham-de-thu-hut-khach-10115130.htm>
15. <https://123docz.net/document/1124706-chien-luoc-phan-trien-thuong-hieu-cua-cong-ty-dich-vu-lu-hanh-saigon-tourist.htm>
16. <https://saigontourist.net/trang/chinh-sach-chat-luong>
17. <https://nhandan.vn/tin-chunng/Saigontourist-555265/>
18. <https://vccinews.vn/news/19407/saigontourist-thuong-hieu-du-lich-hang-dau-khu-vuc-dong-nam-a.html>
19. Dinh Ba Hung Anh. Brand Building and Development for the Group of Asian International Education in Vietnam. *Psychology and Education*. 2021; 58(5):3297-3307.
20. Nguyen Minh Ngoc. Branding Strategy for Gamuda Land Real Estate Developer in Ho Chi Minh City Vietnam. Celadon City Project. *Psychology and Education*. 2021; 58(5):3308-3316.
21. Nguyen Phuong Thao. Brand Management in Convenience Store Business: Comparative Analysis between Vinmart+ and Familymart in Vietnamese Market. *International Journal of Research in Marketing Management and Sales*. 2019; 1(2):106-111.
22. Bui Xuan Bien. Solutions Enhancing Competitiveness of Made-in-Vietnam Brands in Vietnamese Market. *International Journal of Research in Marketing Management and Sales*. 2019; 1(2):93-99.
23. Phan Van Dan. Branding Building for Vietnam Higher Education Industry: Reality and Solutions. *International Journal of Research in Marketing Management and Sales*. 2019; 1(2):118-123.
24. Ho Tien Dung. Brand Building for Vietnam Tourism Industry: Reality and Solutions. *International Journal of Research in Marketing Management and Sales*. 2019; 1(2):63-68.
25. Nguyen Van Thuy. Vinamilk's Brand Management in the Era of 4th Industrial Revolution. *International Journal of Research in Marketing Management and Sales*. 2019; 1(2):100-105.
26. Nguyen Thanh Vu. The Role of Brand and Brand Management in Creating Business Value: Case of Coca-Cola Vietnam. *International Journal of Research in Marketing Management and Sales*. 2019; 1(2):57-62.
27. Nguyen Thanh Hung. The Role of Brand and Brand Management in Creating Business Value: Case of Facebook Vietnam. *International Journal of Research in Marketing Management and Sales*. 2019; 1(2):124-128.
28. Nguyen Thanh Liem. Supermarkets' Brand Management: Comparative Analysis between AEON and Coop Mart in Vietnam Retail Market. *International Journal of Research in Marketing Management and Sales*. 2019; 1(2):112-117.
29. Nguyen Hoang Tien. Green Credit: Instrument for Brand Building of Commercial Banks in Vietnam. *Proceedings of National Scientific Conference on: "Green Credit Development – Chances, Challenges and Solutions"*. November 2019, Banking Journal, State Bank of Vietnam, Vietnam, 2019.
30. Bogdan Nogalski. Analysis of business strategy of real estate developers in Vietnam using BCG matrix: A case of Hung Thinh and Novaland groups *International Journal of Multidisciplinary Research and Growth Evaluation*. 2022; 3(1):169-174.
31. Dorota Jelonek. Comparative analysis of business strategy of Vietnamese real estate developers: The use of Hoffer matrix. *International Journal of Multidisciplinary Research and Growth Evaluation*.

- 2022; 3(1):197-204.
32. Dinh Ba Hung Anh. Gaining competitive advantage from CSR policy change: Case of foreign corporations in Vietnam. *Polish Journal of Management Studies*. 2018; 18(1):403-417.
 33. Dinh Ba Hung Anh, Nguyen Minh Ngoc, Nguyen Hoang Tien. Corporate financial performance due to sustainable development in Vietnam. *Corporate Social Responsibility and Environmental Management*. 2019; 27(2).
 34. Dinh Ba Hung Anh. QSPM matrix based strategic organizational diagnosis: A case of Nguyen Hoang Group in Vietnam. *International Journal Multidisciplinary Research and Growth Evaluation*. 2021; 2(4):67-72.
 35. Dinh Ba Hung Anh. Using Hoffer matrix in strategic business analysis for Nguyen Hoang Group in Vietnam. *International Journal Multidisciplinary Research and Growth Evaluation*. 2021; 2(4):61-66.
 36. Dinh Ba Hung Anh. Strategic analysis for Nguyen Hoang Group in Vietnam. The approach using CPM matrix. *International Journal Multidisciplinary Research and Growth Evaluation*. 2021; 2(4):55-60.
 37. Huynh Quoc Anh, Truong Thi Hai Thuan. Leading Changes and Self-management Strategy of CEOs in Technology Corporations in the World. *International Journal of Commerce and Management Research*. 2019; 5(5):9-14.
 38. Kazimierz Wackowski. Business strategy of Vietnamese real estate developers: The use of CPM matrix for analysis. *International Journal of Multidisciplinary Research and Growth Evaluation*. 2022; 3(1):205-209.
 39. Le Dang Lang. *Brand Management*. National University Publishing House, HCMC, 2013.
 40. Leo Paul Dana, Rewel Jiminez Santural Jose, Nguyen Van Dat, Phan Minh Duc. Analysis of McDonalds' Entry Strategy in Vietnam Market. *International Journal of Advanced Research and Development*. 2020; 5(3):23-29.
 41. Leo Paul Dana, Rewel Jiminez Santural Jose, Nguyen Thanh Vu, Nguyen Thanh Hung. Human Resource Development Strategy of Ton Duc Thang University to Improve its Position on International Rankings. *International Journal of Advanced Education and Research*. 2020; 5(3):105-110.
 42. Leo Paul Dana, Rewel Jiminez Santural Jose, Nguyen Van Dat, Nguyen Thi Hoang Oanh, Bui Xuan Bien. Talent Attraction Strategy of Samsung Vietnam. *International Journal of Advanced Research and Development*. 2020; 5(3):18-22.
 43. Leszek Kieltyka. Comparative analysis of business strategy of Hung Thinh and Novaland real estate developers using McKinsey matrix. *International Journal of Multidisciplinary Research and Growth Evaluation*. 2022; 3(1):175-180.
 44. Luu Hoang Giang. The Role of Postgraduate Study in Enhancing Entrepreneurship to Respond to the Reality of Labor Market in the Era of IR 4.0. *International Journal of Advanced Multidisciplinary Research and Studies*. 2022; 2(2):283-288.
 45. Mai Van Luong, Nguyen Minh Ngoc. Pro-China or Pro-USA? Choices for Vietnam National Economic and Security Strategy. *Journal of Critical Reviews*. 2021; 8(1):212-229.
 46. Michal Banka. Analysis of business strategy of real estate developers in Vietnam: the application of QSPM matrix. *International Journal of Multidisciplinary Research and Growth Evaluation*. 2022; 3(1):188-196.
 47. Nguyen Thanh Vu, Pham Thi Diem, Vo Kim Nhan, Bui Xuan Bien, Nguyen Thanh Hung, Van Thi Vang. The Strategy of CRM System Development at Mega Market Vietnam. *International Journal Multidisciplinary Research and Growth Evaluation*. 2021; 2(4):802-806.
 48. Nguyen Thi Hong Tham. International Promotion Strategy. Cases of Apple and Samsung. *Proceedings of International Scientific Conference in Economics and Business (ICYREB) on: "National Entrepreneurship and Innovation"*, Hanoi, 30 October 2018, Academy of Finance in partnership with IPAG Business Institute (France), York University (Canada) and Waikato University (New Zealand), 2018, 925-932. ISBN: 978-604-79-1930-7
 49. Nguyen Hoang Tien. Analysis of Lotte's Market Penetration Strategy in Vietnam FMCG Industry. *International Journal of Educational Research and Studies*. 2020; 2(2):20-23.
 50. Nguyen Hoang Tien. Strategic Alliance as a Form of Execution of Diversification Strategy. *Proceedings of University Scientific Conference "Acquisitions, Mergers and Cross-ownership between Banks, Enterprises in Vietnam"*, March 2017. TDM University, Binh Duong, Vietnam, 2017, 200-205.
 51. Nguyen Hoang Tien. Comparative Analysis of Multi-domestic Strategy of P&G and Unilever Corporation. *International Journal of Foreign Trade and International Business*. 2019; 1(1):5-8.
 52. Nguyen Hoang Tien. Customization and Standardization of the Business Strategy of Foreign Enterprises in Vietnam: The McDonald's Case and the Fast-Food Sector. *International Journal of Research in Marketing Management and Sales*. 2019; 1(2):44-50.
 53. Nguyen Hoang Tien. Innovation Strategy of Korean Enterprises and Development of High Quality Human Resource: Experiences for Vietnamese Businesses. *Proceedings of 1st International Scientific Conference "Southeast Vietnam Outlook" on "Developing High Quality Human Resource, Asian Experience for Ho Chi Minh City Metropolitan Area in Vietnam"*, 07 December 2018, TDM University (in partnership with Hiroshima University, Osaka University, Calcutta University), Binh Duong, 2018, 34-40.
 54. Nguyen Hoang Tien. *International Economics, Business and Management Strategy*. Academic Publications, Delhi, 2019.
 55. Nguyen Hoang Tien. Knowledge Management in Strategic Alliances and Foreign Joint Ventures. *Proceedings of University Scientific Conference of: "Young Lecturers and MBA Students"*. Faculty of Economics, TDM University. Binh Duong 15 June 2018, 2018, 141-149.
 56. Nguyen Hoang Tien. Preparation to Strategic Alliance as a Key to the Success of the Future Agreement. *Proceedings of University Scientific Conference "Acquisitions, Mergers and Cross-ownership between Banks, Enterprises in Vietnam"*, March 2017. TDM University, Binh Duong, Vietnam, 2017, 213-217.
 57. Nguyen Hoang Tien. Merger or Take-over as Forms of

- Strategic Alliance Ending. Proceedings of University Scientific Conference “Acquisitions, Mergers and Cross-ownership between Banks, Enterprises in Vietnam”, March 2017. TDM University, Binh Duong, Vietnam, 2017, 206-212.
58. Nguyen Hoang Tien. Strategic Alliance as a Form of Execution of Diversification Strategy. Proceedings of University Scientific Conference “Acquisitions, Mergers and Cross-ownership between Banks, Enterprises in Vietnam”, March 2017. TDM University, Binh Duong, Vietnam, 2017, 200-205.
 59. Tien NH. Leadership in Socially Responsible Enterprises. Ementon Publisher, Warsaw, Poland, 2015.
 60. Pawel Gepner. Analysis of business strategy of leading Vietnamese real estate developers using SWOT matrix. *International Journal of Multidisciplinary Research and Growth Evaluation*. 2022; 3(1):181-187.
 61. Pham Thi Diem, Phan Minh Duc, Ho Tien Dung, Nguyen Van Dat, Bui Quang Tam, Vo Kim Nhan. The Strategic Customer Relationship Management at CoopMart in Vietnam. *International Journal of Multidisciplinary Research and Growth Evaluation*. 2021; 2(4):794-801.
 62. Phan Phung Phu, Dang Thi Phuong Chi. The Role of International Marketing in International Business Strategy. *International Journal of Research in Marketing Management and Sales*. 2019; 1(2):134-138.
 63. Phung The Vinh, Tran Duy Thuc. Global Strategic Risk Analysis of High-tech Businesses in the Era of Industrial Revolution 4.0. *International Journal of Multidisciplinary Research and Development*. 2019; 6(10):28-32.
 64. Rewel Jiminez Santural Jose, Nguyen Phuong Mai, Le Doan Minh Duc, Nguyen Vuong Thanh Long. Analysis of MegaMarket’s Market Penetration Strategy in Vietnam FMCG Industry. *International Journal of Educational Research and Development*. 2020; 2(2):5-8.
 65. Rewel Jiminez Santural Jose, Ha Van Dung, Bui Xuan Bien, Nguyen Thi Hoang Oanh, Nguyen Thanh Vu. Analysis of AEON’s Market Penetration Strategy in Vietnam FMCG Industry. *International Journal of Advanced Educational Research*. 2020; 5(4):1-5.
 66. Rewel Jiminez Santural Jose, Nguyen Phuong Mai, Bui Van Thoi, Than Van Hai. Analysis of StarBucks’ Entry Strategy in Vietnam Market. *International Journal of Multidisciplinary Education and Research*. 2020; 5(3):44-48.
 67. Rewel Jiminez Santural Jose, Nguyen Phuong Mai, Ho Tien Dung, Nguyen Thi Hoang Oanh, Nguyen Huynh Phuoc. Digital Marketing Strategy of GUMAC and HNOSS in Vietnam Fashion Market. *International Journal of Multidisciplinary Education and Research*. 2020; 5(4):1-5.
 68. Rewel Jiminez Santural Jose, Nguyen Phuong Mai, Tran Thanh Tung, Nguyen Khanh Cuong, Nguyen Thi Hoang Oanh. Comparative Analysis of Business Strategy of VinMart and Family Mart Convenience Stores in Vietnam. *International Journal of Multidisciplinary Research and Development*. 2020; 7(7):28-33.
 69. Rewel Jiminez Santural Jose, Nguyen Minh Ngoc, Nguyen Thanh Hung, Nguyen Thi Hoang Oanh, Nguyen Thanh Vu. Comparative Analysis of Human Resource Development Strategy of Family Universities and Corporate Universities in Vietnam. *International Journal of Academic Research and Development*. 2020; 5(4):26-30.
 70. Rewel Jiminez Santural Jose, Le Doan Minh Duc, Bui Xuan Bien, Tran Minh Thuong, Nguyen Thanh Vu. Comparative Analysis of the Business Strategy of Bach Hoa Xanh and VinMart on Vietnam's Retail Market. *International Journal of Academic Research and Development*. 2020; 5(4):1-6.
 71. To Ngoc Minh Phuong, Nguyen Minh Ngoc, Dinh Ba Hung Anh, Nguyen Diu Huong, Nguyen Thi Thanh Huong. Green marketing development strategy in post Covid-19 period in Vietnam. *International Journal of Multidisciplinary Research and Growth Evaluation*. 2021; 1(5):101-106.
 72. Truong Thi Hai Thuan, Nguyen Hoang Tien. Analysis of Strategic Risk of Domestic and Foreign Real Estate Enterprises Operating in Vietnam’s Market. *International Journal of Commerce and Management Research*. 2019; 5(5):36-43.
 73. Tien NH. Leadership in Socially Responsible Enterprises. Ementon Publisher, Warsaw, Poland, 2015.
 74. Tien NH. Relationship Between Inflation and Economic Growth in Vietnam. *Turkish Journal of Computer and Mathematics Education*. 2021; 12(14):5134-5139.
 75. Tien NH. Solutions to Enhance Corporate Sales Performance in Vietnam. *Turkish Journal of Computer and Mathematics Education*. 2021; 12(14):5014-5023.
 76. Leo Paul Dana. Enhancing Social Responsibility and Sustainability in Real Estate Industry. *Turkish Journal of Computer and Mathematics Education*. 2021; 12(14):4999-5013.
 77. Boleslaw Rafal Kuc. Customer Care and Customer Relationship Maintenance at Gamuda Land Celadon City Real Estate Project in Vietnam. *Turkish Journal of Computer and Mathematics Education*. 2021; 12(14):4905-4915.
 78. Rewel Jiminez Santural Jose. Higher Education Quality Auditor Training in Vietnam. *Turkish Journal of Computer and Mathematics Education*. 2021; 12(14):4315-4325.
 79. Nguyen Hoang Tien. Development of Human Resource Management Activities in Vietnamese Private Companies. *Turkish Journal of Computer and Mathematics Education*. 2021; 12(14):4391-4410.
 80. Tien NH. Leadership in Socially Responsible Enterprises. Ementon Publisher, Warsaw, Poland, 2015.
 81. Nguyen Minh Ngoc. Decision-making factors in the housing market for Vietnamese immigrants in Poland. *Demis. Demographic Research*. 2022; 2(1):151-162.
 82. Nguyen Minh Ngoc, Nguyen Hoang Tien, Dinh Ba Hung Anh. Opportunities and challenges for real estate brokers in post Covid-19 period. *International Journal of Multidisciplinary Research and Growth Evaluation*. 2021; 1(5):81-93.
 83. Syed Ehsan Ullah. The Impact of World Market on Ho Chi Minh City Stock Exchange in Context of Covid-19 Pandemic. *Turkish Journal of Computer and Mathematics Education*. 2021; 12(14):4252-4264.
 84. Muhammad Sadiq. Enhancing Staff’s Work Motivation in Vietnamese Companies. *Turkish Journal of Computer and Mathematics Education*. 2021; 12(14):4402-4410.