

SECTION 1
Name of the professional figure
Tourism marketing executives/ managers
Where it works
Tourism marketing executives/ managers work in the Marketing Department, ensuring that marketing activities take place smoothly and regularly.
He/she works under the directives and supervision of the Owner.
The activities
<p>Like marketing executives/ managers in a hotel, marketing executives/ managers in tourism business also have similar job tasks and requirements. The difference is the focus on tourism activities. Tourism marketing includes all marketing and advertising activities aimed at tourists - the target customers of the tourism industry, in order to provide information about tourism-related products and services, including travel services, accommodation services, transportation services, information consulting services and finally services at the destination (amusement parks, monuments, scenic spots, etc.)</p> <p>Main jobs of a marketing executive include: Receive the marketing plan from the leaders, implement and monitor the activities in the plan; Organize and measure the effectiveness of advertising/communication campaigns on advertising channels with an allowable budget; Manage the travel agent's marketing channel system like fanpage, website, email, etc.; Report to superiors on the effectiveness of marketing activities. Therefore, a marketing executive must have basic marketing knowledge, good teamwork skills, good organization and time management skills, good analytical thinking, and be creative, and flexible.</p> <p>A marketing manager directly analyzes, plans, implements and controls a travel agent's marketing plans. The marketing manager plays an important role in planning (from planning research, formulating pricing policy, building program, to product development), and implementing marketing research programs, assigning activities, organizational structure, etc. He/she must be able to negotiate with relevant units, motivate employees, evaluate performance of a marketing team, etc.</p> <p>In each service group, the tasks of tourism marketing staff are quite different. For example, marketing for a tourist destination will be very different from marketing for an accommodation establishment, or between different types of accommodation such as hotels or homestays, there are also different ways of marketing to customers. In planning a marketing project, a tourism marketer must have knowledge of new trends in tourism to have the most general view of the tourism market and the targeting segment. In executing marketing projects, a tourism marketer needs to bring a specific, attractive, and enthralling experience to customers, giving them a real expectation at the destination. Marketing staff is also responsible for monitoring the indicators and trends of interaction, customer feedback about the marketing campaign, thereby evaluating the success of the campaign.</p>
Qualifications
Based on the size of the travel agent, the owner will make the appropriate recruitment requirements for Marketing executives/ managers. While a marketing executive are required to have a high school diploma or bachelor's degree, a marketing manager should have at least a bachelor's degree or higher. Often employers will require candidates to graduate from a college or university majoring in marketing, business administration, economics or related professions.
Technical skills
In addition to the tourism knowledge, in order to meet the recruitment requirements to become a tourism marketing staff, candidates need to cultivate additional marketing skills like the ability to communicate, maintain and develop relationships because interacting with colleagues and potential customers is very important in tourism.
Computer and linguistic knowledge

<p>Foreign languages: know and use fluently at least 1 foreign language (English, Chinese, Korean, Japanese, and languages of South-east Asian nations are widely used in the tourism industry of Thai Nguuyen province), can communicate with foreign guests.</p> <p>Computer knowlegde: know how to use and proficiently use office computers (word, excel,...); proficiently use the Internet to look up information when necessary; Proficient in the use of related marketing tools</p>
Personality and availability
<p>A professional marketer should ensure to equip some of the most core qualities as follows:</p> <ul style="list-style-type: none"> - Being active and always keeping a positive attitude while learning all the problems related to the field of hospitality - Being creative and confident, having good ideas to convey customers. - Being willing to change to adapt to the actual conditions. - Having good communication including listening and understanding, grasping the other's psychology, negotiating and persuading. - Knowing how to connect team members and promote the power of teamwork
Notes
<p>Content creation skills are also one of the most important skills that marketers must know. Having new quality content can attract customers to visit, interact on the website, social networks (social media) to create conversions</p> <p>Politeness, professional and friendly attitude that is always putting the interests of customers first, professional handling are all important</p>
SECTION 2
Economic sector
Tourism
Seniority level
Can be filled by a recent graduate (Basic level).
Academic qualification - I level
School of tourism/ school of marketing/ school of business administration
Academic qualification - II level
<p>School of tourism: tourism management</p> <p>School of marketing: marketing management</p> <p>School of business administration: business administration / human resource management / marketing/ economics</p>
Academic qualification - III level
None