

**Digital Marketing Application to Enhance Tourism Market
Access for Traditional Craft Villages in Selected Place**

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Thesis Guidelines:

Introduction

Define the objectives and the application methods used in the Master thesis.

I. Theoretical part

- Study the theoretical background of craft villages served tourism purpose and the role of digital marketing to develop the market access.

II. Practical part

- Analyze the forces of craft products based on 5 forces of Michael Porter.
- Analyze the current situation in craft villages in applying digital marketing for tourism.
- Based on the research results suggest a project proposing an effective digital marketing applications in details.
- Make appropriate training sections for promoting projects.

Conclusion

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ABSTRACT

The aim of this study is to create project documentation for the sustainability development for the tourism in Thua Thien Hue province and Vietnam with the section of handicraft products in traditional villages in the province. Through this research, it is indicated that the problem that villages are facing to adopt digital marketing in the new market access of tourism. Based on that the author gives the strategy that most suitable to those businesses for the initial adopting to digital marketing as well as tools and platforms that is most suitable. The solution is also given by training course for handicraft villages to solve the problem of tourism market access. They will benefit from this project of enhancing knowledge and experience in digital marketing for tourism.

Keywords: Digital marketing, tourism, market access, strategy, digital marketing platforms and tools, Michael Porter's 5 forces, SWOT, quantitative research, qualitative research, planning, sustainable development, handicraft, handicraft villages, traditional villages.

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INTRODUCTION

Traditional craft villages have greatly contributed to the development of tourism in rural areas in Thua Thien Hue Province and Vietnam in recent years. What is more, they are offering employment opportunities, specifically for the poor and the women, providing income generation opportunities and reducing poverty in local areas. As listed by Thi (2016), namely Phuong Duc copper casting village, Phu Cam conical hat village, Tay Ho conical hat village, Bao La rattan village, Dia Linh oyster encrusting village, My Xuyen wood carving village, Ke Mon jewellery village, Phuoc Tich pottery village, Phuoc Phu pottery village, Sinh paper painting village, Thanh Tien paper flower village, A Luoi Zeng weaving (Brocade)...

The handicraft sector in Thua Thien Hue province has a long history which contributes for traditional values and attracts many tourists to come to Vietnam for experience. With the potential from the industry, it equals as many challenges encountered in maintaining and developing such as unfavourable governmental policy and regulatory environment, lacking of infrastructure, limited management ability and marketing skills leading to scarce information to access the market. That is why they cannot compete with imported products from China and Thailand in local market and also face many issues in global market due to low production capacity of craft villages and unfavourable price.

With the purpose of helping this industry in Thua Thien Hue to overcome the market access constraints, this project of digital marketing will give a part of solutions for the local households. Firstly, e-marketing can improve market access by enabling handicraft businesses with market information for customers' needs of quality. Secondly, it enhances better communicate with customers with better understanding and purchasing habits as well as customer behaviour, identifying market segmentation, positioning products and building marketing mix strategies. Lastly, it helps small businesses to join the global market with more convenience.

OBJECTIVES AND METHODOLOGY

In this chapter, the author will present how the information was conducted to report on the paper. It presents how the data is conducted. Then, data collection shows the whole process of initiated interviews. Furthermore, the whole chapter will provide in-depth information about the quality and quantitative methods applied in this paper which improve the whole paper. This methodology will be based on the reports published by Vietnam E-commerce and Information Technology Agency (Vecita), Ministry of Trade and Industry and Vietnam E-commerce Association (Vecom) and e-market adoption of businesses

From the idea of the project, the author set up objectives:

Firstly, to understand the level of adoption e-marketing in handicraft businesses, I identify the readiness level for e-marketing and the understanding level the current situation of e-marketing adoption in those business

Secondly, measuring the effectiveness of e-marketing adoption in handicraft businesses by asking households in the studied how it is important in their business the identifying the constraints of e-marketing adoption in handicraft businesses

Thirdly, based on the survey to find out the needs of handicraft businesses about the training course and consultancy on e-marketing to improve market access then make recommendations on promoting e-marketing adoption in handicraft businesses

Based on objectives listed above, the author will proposed methodology for solving each objective is outlined below:

1. Research design

The thesis will employ a design for survey research. Based on this, the data will be tracked via a questionnaire with questions are taking from the information listed below. A pre-test of the questionnaire will be conducted in the first random 10 handicraft businesses in Thua Thien Hue province, the test will be modified basing on the pre-test.

No	Objectives	Related information
1	To identify the readiness level of digital marketing adoption in handicraft businesses	<ul style="list-style-type: none"> • The usage of computer: the number of computers by the regions/area • The usage of Internet: The internet connections by size/regions • The usage of email: analyse the purpose of using email • Digital marketing methods used: Content marketing, SEO, Email marketing, advertisement, and social marketing by size • Staffing for digital marketing: number of staffs for digital marketing and training methods
2	To analyze the current situation of digital marketing adoption in handicraft businesses	<ul style="list-style-type: none"> • Digital marketing tools and platforms: percentage of businesses applying tools and platform for their businesses • Establishment and utilization of websites: the proportion of using website and its application and functions, self-evaluation about the websites for businesses • Businesses participating in e-marketplaces: the rate of businesses

		joining e-market and their evaluation of efficiency
3	To measure the effectiveness of digital marketing adoption in handicraft businesses	<ul style="list-style-type: none"> • Investment in IT: the self-evaluation on the effectiveness in details • Evaluate efficiency of outcome: trends of revenue from electronic means
4	To identify the constraints of digital marketing adoption in handicraft businesses	<ul style="list-style-type: none"> • Self-evaluation on obstacles to the adoption
5	To survey the needs of consultancy	<ul style="list-style-type: none"> • The needs of training course • Choose suitable digital application to enhance the market access for businesses

2. Sampling size and data analysis

In 2012, there are 11 villages that are listed by the People’s Committee of Thua Thien Hue province issued Decision No.29/2012/QĐ-UBND on Regulations of recognizing traditional crafts, craft villages and traditional craft villages in Thua Thien Hue province, these handicraft villages were listed for the sample because the government has paid a lot of attention on recovery these villages to enhance the culture and heritage of the country which included: Phuong Duc copper casting village, Thuy Thanh conical hat village, My Lam conical hat village, Bao La rattan village, Thuy Lap rattan village, My Xuyen wood carving village, Phuoc Tich pottery village, Pho Trach mat weaving village, Sinh paper painting village, Thanh Tien paper flower village, A Luoi Zèng weaving (Brocade) village.

Currently, the database of handicraft businesses from traditional craft villages has been listed by Thua Thien Hue Department of Agriculture and Rural Development (DARD) but there are some villages still in the waiting list and have not been recognized so that the accuracy number of businesses adopting digital marketing is still in consideration. So that in this situation, as it is indicated by Israel (2012) the sample can be determined by Israel's consideration that if descriptive statistics are to be used, e.g., mean, frequencies, then nearly any sample size will suffice. Furthermore, a minimum of 100 elements is needed for each major group (Sudman, 1976) and the sample of 30 to 200 elements are sufficient (Kish, 1965). Therefore, the sample of 100 businesses are chosen in the survey. On one hand, to evaluate well the digital adoption of the businesses, one criteria was set up that they will be evaluate by business titles such as cooperatives, private enterprises, registering individual business households because they were more likely to adopt digital marketing, thus being given much priority in the sample. On the other hand, heads of businesses or IT staff were chosen to join in the interviews with the representatives from all of 11 villages mentioned above.

As for data collection activities, a cover letter and the questionnaire will be mailed by the company where the study are conducted to introduce and endorse the research program with the purpose of setting up an appointment. In the next step, the author will come to each business to track the questionnaire with the help of the staffs from company. However, this approach did not work due to the fact that majority of businesses are located in rural area where the email system are not good. Thus, the author sets up for the telephone and face to face interview which is more suitable because it helps researchers to receive higher rate of response with the accuracy

3. Data analysis

Quantitative data will be modified to minor inconsistencies, summarized and coded for better classification with the purpose of facilitating tabulation and interpretation. The collected data will be composed by Microsoft Excel. Descriptive statistics are major used

to describe the sample data to illustrate the typical respondents and to show the response trend in each pattern.

I. THEORY

1 Overview of handi-craft villages and the role of digital marketing

1.1 Definition of craft villages

In Vietnam, craft villages has been established in the last thousands years ago based on the historical background and civilization that supported by the last emperors for creating jobs and improving farmers' living standards. In addition, those places are where the process of production happening and the focal points of preserving traditional technology, knowledge inherited through generations. Moreover, it is also the tourist destination for those who love to discover Vietnamese culture. Through the time, craft villages in Vietnam have become an integral part of Vietnamese culture and play an important role to the socio-economic development of the country.

(Dang, Mahanty & Nguyen, 2010; Vu, 2011). Bui (1996) p.10 defined “*A traditional craft village is the centre of craft production, with master artisans and lots of households of traditional craft. Artisans and craft households in the village have the same craft progenitor, have rules in production management, in keeping and inheriting professional secrecy, cooperate in producing and selling their products in the style of small and medium enterprises*”. He also indicated that traditional craft villages witnessing these features:

1. Taking shapes, existing and having a long-standing development in the country.
2. Assembly producing, forming craft villages or streets.
3. Having generations of skilful workers and craftsmen.
4. Having the stable technique of the Vietnamese nation.
5. Using the nation's materials.
6. Being a typical and original product of Vietnam with high value and quality, being an artistic and cultural product and even the nation's cultural heritage with a Vietnamese identity.

To identify the concepts of traditional, non-traditional and ‘new’ craft villages, Decree No.66/2006/ND-CP dated 07/7/2006 of Prime Minister and Circular No.116/2006/TT-

BNN dated 18/12/2006 of Ministry of Agriculture and Rural Development have set following criteria:

- Traditional craft: a craft which witnesses a long-standing development and unique and typical products has been taught through generations until now or under threats of disappearance because of scarce material or limited outcome. A traditional craft must meet three criteria:
 - has existed for at least 50 years
 - reflects Vietnamese culture and heritage
 - is produced by at least one well-known artisan in the village, or under collaboration with village name
- Craft village: a residential community clusters such as communes and hamlets where the production process are taken place and at least one outcome is made. To recognize a craft village, it must be:
 - at least 30 per cent of households participate in activities to produce crafts
 - business operation has been constantly established for at least two years
 - the village has implemented government policies
- Traditional craft village: A traditional craft village must contain at least one traditional craft and this activity has existed for a long time.
- New craft village: which has been formed up in recent years in order to access new market demand with the availability of input materials.

1.2 The role of digital marketing for craft businesses

E-marketing is playing its important role on replacing the old business model in the last few years due to its outstanding advantages such as faster communication and transaction, cost savings. It establishes more efficient and convenient form of trading and offering services with unlimited space and time, etc. In the current trends of international economics which is posing both opportunities and challenges for craft villages. On the one hand, we

now have a chance to introduce or communicate with more customer around the world to develop the tourism. Although the human labour force in those craft villages are good at producing beautiful and sophisticated products, it witnessed disadvantages in marketing skills and advanced technology tools to facilitate accessing tourism markets which is the attractive segment of traditional villages, both within national borders and across them. (Thi, 2018)

As Thi (2018) also indicated that in traditional business model, producers intend to bring their products to the customers for introduction for example joining fair or going to the market. It consumes an amount of costs for doing this while the human resources are scarce in rural area. Moreover, they are lacking of tools and channels for those crafts villages to promote domestic and for foreigners to develop tourism sectors. Low financial support is another issue for doing marketing strategy. Lastly, sales representative agency whose are in charge of supporting Vietnamese products in the worldwide markets are limited due to ineffective operation.

The solution for these problems is digital marketing which is reckoned to be a link between craft producers and the markets (VCCI-ITB, 2014). In other words, digital marketing can help introducing the overview of craft villages and artisans to domestics and the world and market their products online. With digital marketing tools, craft producers are ability to show their products through pictures, videos and brochures which can be easily reach by people around the world. All of the activities consumes lower costs while the resources of craft businesses are limited. Furthermore, the scale between urban and rural area are equal because they are equal in geographical location in the internet in terms of geographical location in the Internet.

2 Some concepts that applied in the study

2.1 The Internet

We can easily find different concepts of the Internet. Boyd, D.M., & Ellison, N.B., (2008) indicated that the internet is a communication tool that can be defined it as social and relation technology for connecting and retaining relationships with acquaintances or

strangers, the internet is the only form that becomes accessible to mass audience, but this definition has been developed because internet nowadays include with more complex media. For instance, e-mail, websites, e-marketing and blogs that make it more different (Previte, 2005).

The traditional internet version and the methods of approaches to leverage, known as viral marketing, is an innovative way of distributing and promoting products and services. It offers free “products” to attract prospective customers, leading to trial, loyalty, and word-of-mouth “buzz.” (Wind & Mahajan, 2001)

2.2 The digital marketing

Singh & Singh (2017) had given their opinion that digital marketing is a form of marketing that is practiced through platforms such as websites, email, apps, and social networks, which are accessible with electronic devices such as computers, tablets, and mobile phones. However, this concept also aligns with Smith (2012) definition of Digital Marketing, which is elaborated as a way of promoting goods and services via digital channels by digital devices. Besides, Chaffey & Ellis-Chadwick, (2012) made it clearer with the purpose of the digital marketing that the platforms are employed with the purpose of getting e-marketing transaction, brand, or building relationships for acquiring and retaining customers. The final objective of B2B digital marketing in ecommerce companies, is to finalize the online transaction. Those B2B organizations with no e-marketing application itself, their digital marketing can be defined as content marketing or inbound marketing. The target is to support customer acquisition, conversion and retention via lead-generation. What is more, the definition of digital can be defined as the method that is applied such as digital marketing is a new phenomenon of traditional marketing that allows the marketer make the two-ways interaction communicate quickly in the time bound and relevant, customize service and content to suit with individually customers. Digital marketing can involve any form of online marketing channel through website, blogging, social network, e-mail, database, mobile and digital TV (Chaffey, 2008). This marketing tool can support the marketer measure and learn the amount of how their potential customer’s perceived

and experienced the brand. Online marketing reduces the work of agent allowing companies to pass on the utility to customers (internetworldstats, 2011)

2.3 The social network

Hawkins (2011) defined social network as a digital marketing form that many companies have been adapted to their business marketing strategy and it is effective link between the companies and thier potential customers. Any social network form of Blogging, Facebook, LinkedIn, YouTube, Twitter or any site with the same activities of sharing are online community allow users to passive exchange ideas, event, interest and activities within network

As another definition of Cambrige University (2008), Social media are websites or programs that allow users to communicate and share information on the internet using technology devices. This concept was extended by (Tracy L.Tulen, 2018) – the author of Social Media Marketing that Social media is an online tool for communication, sharing and connection between individuals, communities and organizations that are related or interdependent with technology and mobile platforms. She also indicates in her book that there is 4 groups of Social networking:

Group 1: Social Community, notably the social network, are channels that focus on developing relationships and engaging users with similar interests and interests. Therefore, social communities feature multi-dimensional interaction, allowing users to chat, connect and share information.

Group 2: Social Publishing are sites that help disseminate content online. Includes blog, microsite, pages for posting images, videos, audio, documents, bookmarking sites and news sites.

Group 3: Social Commerce is a form of taking advantage of online tools to support buying and selling, as part of e-marketing, where buyers and sellers can be more flexible in interaction, feedback and share knowledge.

Group 4: Social Entertainment are online sites or tools that allow users to have fun and entertainment. Featured include social games, online gaming websites

3 The evaluation criteria for craft villages to access tourism market

3.1 SWOT

The SWOT is one of the most important methods which is used for the strategic planning of a specific company, market, sector or an entire industry. SWOT is represented for: Strengths, Weaknesses, Opportunities and Threats. The SWOT analysis is a method which is providing a general characterization of the current situation of the organization (sector, industry) and defining an internal and external factor as an critical part of the strategic planning process (Marina, 2012)

As it shown by (Afuah, 2009), Strengths and weaknesses are the internal elements once these factors are significantly tight to a company's or sector's resources, capabilities and core competencies. Opportunities and threats are external ones which depend much on the external environment.

Besides, (Barney and Griffin, 2009) indicated that organizational opportunities are phenomena or situation in an organization's environment in which, it can create economic value for the company while threats pose the difficulties for a term to create and maintain above-normal or normal economic performance.

SWOT Framework

Figure below will demonstrate the model of SWOT Framework in vertical and horizontal way. The application is to fill out the box to analyze the values that the terms are working on. This framework is based on the last research



Source: Friend and Zehle, 2009

The company's mission is to develop the best methods by exploring a term's opportunities and strengths and narrowing its threats and avoiding its weaknesses. With strategies that cannot pioneer an organization's opportunities and strengths that do not eliminate threats and weaknesses are not able to reform its performance (Barney and Griffin, 1992).

Organizational weaknesses are namely skills and capabilities that do not enable an institution to choose and implement strategies which supports its targets. With the consist of organizational weaknesses, company should either make investments to improve its performance or change its mission (Barney and Griffin, 2009). The external elements can be known as the economical, technological, legislative, social, ethical, political, ecological and competitive environment which is used to identify opportunities and threats within which the organization acts. After finishing evaluation, SWOT analysis determines which of the mentioned attributions can help the organization in improve their performance, and what barriers need to be minimized or overcome in order to achieve desired missions.

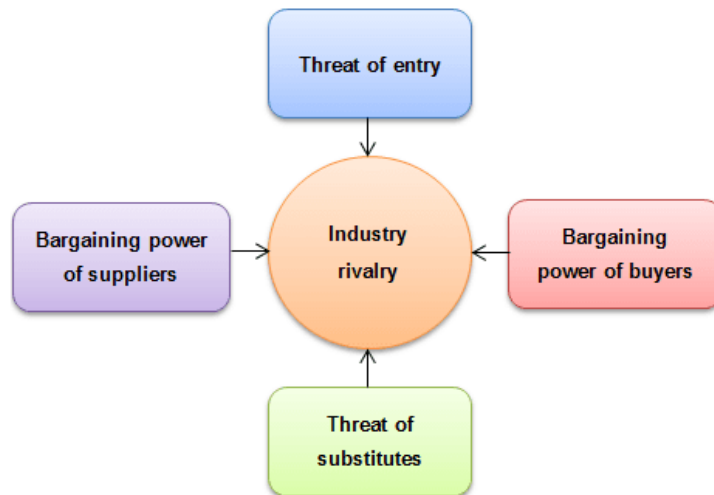
3.2 Michael Porter's 5 forces

The concept of Porter's Five Forces shows the industrial organization theory where the attractiveness of an industry is determined by the market structure in which market structure is affected by the behavior of market participants (Raible, 2013). The competition

among the existing in Porter model indicates other four elements that characterize the intensity of competition within an industry besides the exist competitors: Bargaining power of Supplier, Bargaining power of Buyer, Threat of Substitutes and Threat of new Entrants (Porter, 1979). The communication of these Five Forces is a solid threat to the success of an operation (Fabian, 2014)

Framework

Figure indicates the forces that Michael Porter explained in his research. It also indicates the affection of each value on each other. This graph is based on the origin research or Porter.



Threat of new entrants. This force defines how easy to be access a particular industry. With profitable industry and few barriers to enter, rivalry soon intensifies easily. However, with more organizations join for the same market share, profits fall significantly. That is why existing organizations need to create high barriers to detect new entrants. (Porter, 1979)

Bargaining power of buyers. Buyers intend to require lower price or higher product quality from producers when their bargaining power is overwhelm. However, lower price

equal to lower revenues, while higher quality products usually raise production costs for producer. (Porter, 1979)

Bargaining power of suppliers. Better bargaining power enables suppliers to sell higher price or low quality raw materials to their customers. This clearly affects the buying firms' utility because it requires more cost for materials. (Porter, 1979)

Threat of substitutes. It happens when buyers can easily find substitute products with better prices or better quality and when buyers can change their demand from one product or service to another with little cost. (Porter, 1979)

Rivalry among existing competitors. In competitive industry, companies have to compete to claim for their market share leading to low profits. (Porter, 1979)

4 Digital Marketing Methods

In this part, the author will list out some methods that are using in the research, it only lists the methods that are used to enhance the market access for tourism. The concepts are based on the listed researches

4.1 Content marketing

According to the Content Marketing Institute, "Content marketing is a marketing technique of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience – with the objective of driving profitable customer action". It seeks to answer the questions, helping the consumers in the problem at hand and decision-making process, rather than focusing on the brand or company (Templeman, 2015)

It is contrary to Templeman, Smith and Chaffey (2013) indicated that the most common formats which digital content use are pictures, animations, e-books or shorter customer guides, white papers, webinars, infographics, blog texts and social media posts. It is discussed that the main goal of content marketing is to present the brand itself, to foster customer engagement, and to increase sales through customer acquisitions rather than simply to broadcast product-based messages to customers (Järvinen & Taiminen, 2016).

4.2 Search Engine Optimization (SEO)

According to the author, SEO is a method that improve the rank of a website in the searching results. Normally, it is Google and Facebook. Practically, to attract customers to the company's website or other digital platform, the content on the digital platform can be optimized by the word choices on the site (Gudivada, Rao & Paris, 2015). This can be achieved by creating contents with trending words that users intend to type to the search engine. There is a way to monitor the trending content that users are using in the search engine by monitoring through web analytics programs, which provide insights of the website, how people get the website, and the visitors' activities on the site.

It is noticeable that the ultimate goal of SEO is helping a website to be displayed in the first five results listing. As the statistic of Google organic click-through rates in 2014 conducted by Moz, 67% of all clicks belong to top five results and users tend not to browse beyond the third results page or else they will redefine their search terms (Moz, cited 03.10.2016)

4.3 Social Media Marketing

Social media marketing is a kind of internet marketing that involves creating and sharing content on social media networks to get a target of traffics to companies' website or the number of reaches to the content. Social media marketing includes activities like posting text and graphic, videos, and other content that to keep track the audience engagement, as well as paid social media advertising.

Some researchers describe social media as a method to connect or interact with current and potential customers with a main aim to maintain or build relationships (Felix, Rauschnabel & Hinsch, 2017), while other researchers explain it as a process which enhance the stakeholders' value by integrating social platforms in marketing communication (Cole, DeNardin & Clow, 2017; Yadav & Rahman, 2017).

4.4 Email Marketing

For the purpose of this dissertation, e-mail marketing is a type of electronic message which is based on an amount of reserve database, which presents a promotional offer to optimize the click on the ad and be redirected to the company's landing page.

E-mail marketing campaigns produce twice the return on investment (ROI) that other forms of online marketing (Pavlov, 2008). There are yet relatively few studies about the effectiveness and profitability of e-mail marketing campaigns (Cho, 2006). Email marketing brings a fundamental contribution to companies, with minimal costs and efforts (Ibid). As it is the case with other marketing activities, email marketing requires establishing clear and significant objectives (Budac, 2016). Moreover, Email marketing is an effective way that businesses use to promote online by sending emails to current or potential customers (Bates, 2012)

4.5 Advertisement

Advertising is impersonal communication of information about products, services or ideas via the diversity of media. Normally, it is persuasive by nature and paid by identified investors (Bovee, 1992). It can be defined as the information distributed in any way, tracked to an uncertain amount of customers and with the purpose of attracting attention to the content of advertising, the establishment or maintain of the concern and its promotion on the market. (The definition of advertising by Federal Law of the Russian Federation "about advertising" from 13.03.2006)

Advertisement is not cheap - it allows a company to introduce its product clearly and more efficient through text, sound and color. Moreover, advertising supports to form a long-term solid image of the product and stimulating sales. (Kotler 2010)

5 Digital Marketing Tools and Platforms

On the development of technology, there are a lot of tools and platforms that are applying for marketing. However, in this research, the author only use some of them that attracts most of customer and more effective with the literature from the last researches.

5.1 Facebook

Facebook was established in 2004 by Mark Zuckerberg. The name Facebook originates from “the small photo albums that colleges once gave to incoming freshmen and faculty to help them cope with meeting so many new people” Rosen (2007). As it is explained by (Zsolt & Miklos, 2014), Facebook is one of the most commonly used platforms in B2B market, whereas the B2B companies using the platform, often connect with people they know.

(Schmidt, Zollo, Del Vicario, Bessi, Scala, Caldarelli, Stanley & Quattrociocchi, 2017) indicated in Facebook, people can also post information that can be liked, commented, or shared by other users registered in the same social platform. As it estimated by Facebook, there are 2271 million users worldwide by 2019 which creates a huge community for sharing information

5.2 Instagram

Instagram is a free photo-sharing network where the user can share pictures and short videos with others (Smith, 2014). The Instagram user can interact with its network by commenting on photos (Chan, 2011).

While Facebook is a platform that exchange information and where to connect and target business customer, Instagram is a place where people can exchange information through mainly pictures. In 2019, it witnessed 1000 million users worldwide, estimated by Facebook. However, (Tobin & Chulpaiboon, 2016) indicated that Instagram is a site which purpose is to highlight on the effective pictures which people can use for expressing and sharing emotions to others.

5.3 Website

As it is defined by Thi (2018), a web page is an HTML or XHTML file that can be accessed by using HTTP or HTTPS protocols. A page can be built from HTML files (static website) or operated by CMSs running on the server (dynamic website). Website can be built in many different programming languages such as PHP, .NET, Java, Ruby on Rails.

Currently, for a website to operate on a Word Wide environment, there are three main parts required:

- Domain name which is the unique and unique name of the website
- Hosting which are servers that contain source files
- Source code which are html, xhtml files or a set of code

5.4 Mobile apps

App is an abbreviated or slang for digital software application. This study focuses on applications written for mobile smartphone devices (Caroline, 2012). A mobile application or mobile app is a software application which is designed to work on smartphones, tablet computers, and mobile devices, it has become a very familiar term in the world today (Amrit, 2013)

II. ANALYSIS

In this part, the author will base on the secondary data that has been tracked by the questionnaire to analyse the current situation and the trend in adopting digital marketing in handicraft villages in Thua Thien Hue province

6 Customer analysis

Through the survey of 245 visitors who are Vietnamese, British and France to villages for tourism in Thua Thien Hue province which concerns about service patterns of tourism they are loving using in those handi-crafts villages

Table 1: The consumption of tourism services in traditional craft villages for tourism purpose in Thua Thien Hue province

Types of tourism services of handicraft villages serving tourism	Number of coming (times)	Rate (%)
1. Tour	153	62.4
2. Staying	30	12.2
3. Eating	245	100
4. Sightseeing, shopping for handicraft products	245	100
5. Experience at villages for tourism	80	32.7

(Source: Interview data analysis, 2019)

Sales of handicraft village products for tourism in Thua Thien Hue province in the period of 2013-2017 tended to increase, making the local tourism industry develop in a close direction with handicraft villages. For tourism services, the total revenue of handicraft villages serving tourism is collected from two sources: business revenue from direct sales channels (including wholesale and sale) and other tourism revenue (guidance, sightseeing, experience ...), expressed as follows (Huyen, 2018)

Table 2: Total revenue of handicraft villages in Thua Thien Hue province

Units	Revenue from tourism (million VND)									
	Year 2013		Year 2014		Year 2015		Year 2016		Year 2017	
	Q	Rate (%)	Q	Rate (%)	Q	Rate (%)	Q	Rate (%)	Q	Rate (%)
1. Revenue from sales	24,2	99,6	25,4	99,6	28,5	99,3	35,5	99,2	42,9	98,8
- Wholesale	17,2	71,1	18,9	74,4	20,5	71,9	25,8	72,7	30,9	72,0
- Retail	7,0	28,9	6,5	25,6	8,0	28,1	9,7	27,3	12,0	28,0
2. Other (Tours, experience...)	0,1	0,4	0,1	0,4	0,2	0,7	0,3	0,8	0,5	1,2
TOTAL	24,3	100	25,5	100	28,7	100	35,8	100	43,4	100

(Source: Huyen, 2018)

7 Competitor analysis

As for the list of Vietnam People's Committee Office in 2018, there are more than 4000 craft villages in Vietnam. However, majority of them are in the same situation that lacking of capital for expanding and accessing the digital marketing because they are far from the central area and resources area. As the report of Vietnam People's Committee Office, there are only villages in Hanoi and Ho Chi Minh City are initially facing the digital and e-market because they are near the support of the government and where they have a huge number of population that help to improve the outcome of the product.

Moreover, the old generation is the main labour force in those villages. That's why the development of e-market is still limit for majority of all villages in Thua Thien Hue and Vietnam

8 SWOT Analysis

Strength

As the author has noticed, the handicraft villages in Thua Thie Hue province has been built in thousands years ago due to the development of history. In fact, they have solid background of product standards. The technique, sources, method and even skills have been transferred through generation of family. That's why each businesses in the villages contain a number of good quality staffs who work in the villages for many years that can create products with quality. The data below shown the number of staffs with skill in the size of ages:

Table 3: Labour classification by age and skill level in handicraft businesses in Thua Thien Hue province

Age	Artist		High skills workers		Skilled workers		Studying workers	
	Q (person)	Rate (%)	Q (person)	Rate (%)	Q (person)	Rate (%)	Q (person)	Rate (%)
Above 65	1	0,02	10	0,2	18	0,4	0	0
Age 50-64	0	0	31	0,6	27	0,5	30	0,60
Age 18-49	0	0	25	0,5	3.59	73	199	4,05
Age 15-17	0	0	0	0	909	18,5	80	1,63
Sum	1	0,02	66	1,3	4.544	92,4	309	6,28

(Source: Huyen, 2018)

Weaknesses:

During the establishment, the development of craft villages is facing many difficulties in both short-term and long-term. Majority of the production area are narrow due to the fact that they are mainly built at home, both production and living places so that many establishments have no conditions to invest and renew technologies and equipment to expand production. . The road system is not good, the foundation is weak and difficult to transport large quantities of products such as Zèng village (A Luoi district), people often have to use motorbikes, motorcycles, tri-cycles ... to transport goods. Only a small quantity can be shipped at a time, so it is expensive and time consuming. The main road in the village often suffers from congestion. Some handicraft villages have limited potential for tourism development for displaying and introducing products, parking lots and toilets ... Technology equipment of many handicraft villages is at low productivity, high cost, low quality. In particular, the situation of air pollution, dust, noise, water sources, wastes in some craft villages has reached serious levels...

Opportunities:

In early 2018, City People's Committee Office in Thua Thien Hue issued a document No. 4552 / VP-KT on requesting relevant departments to implement the preservation and development of craft villages.

In this document, it is said that all the businesses in the traditional villages have been supported on bank loan and the outcome of the product. Every material source will be supported by the government, they will create the best condition to recover all the traditional craft product in Thua Thien Hue.

Threat

Although there are many craft villages disappear during last years, there are still more than 4,000 trade villages and craft villages currently operating in the country. However, most of these still operate under an unsustainable model. Many of them are facing the risk of disappearing.

Firstly, craft villages are also under pressure of population growth that require better production grounds. But the thing is that opening industrial clusters to relocate craft villages is now a problem. Besides, the lack of orientation and technology for production that posing a variety of situation. Since then, the product has become difficult to compete not only the country but also the international. Therefore, large orders cannot be reached.

Secondly, 80% of households in craft villages in Thua Thien Hue find it difficult to access capital. Therefore, they cannot expand the production and promotion. The products of industrial materials overwhelmed the market, causing many difficulties for traditional handicraft villages. The tourism sector associated with trade villages, due to lack of orientation and support.

9 Evaluate the potential by Michael's 5 forces model

Threat of new entrants: Handicraft village is a form of business that is set up in thousand years through generation. Though, it is recognized by the government for the history of construction as the culture and heritage of the country. That's why the method of production in villages is still simple. For the new entrants, they can apply new technology with better production and low cost which pose a new threat for handicraft villages

Bargaining power of buyers. Buyers intend to require lower price or higher product quality from producers when their bargaining power is overwhelm. However, lower price equal to lower revenues, while higher quality products usually raise production costs for producer. Recently, for the handicraft product, the customer intends to change their buying habit to Chinese products because it is cheaper and faster but with low quality.

Bargaining power of suppliers. Better bargaining power enables suppliers to sell higher price because the source of material is now very scarce. For example, in Rattan villages, they have to go really far for the material

Threat of substitutes: As I have mentioned, Chinese products is now a big problem for handicraft products because it is cheaper and it expand a lot in the market that poses a really big issue for businesses

Rivalry among existing competitors: Although there are more than 4000 villages in Vietnam but in each region or area, they produce products with the symbol of culture and heritage in their regions. That is why villages in Vietnam they did not compete each other on production

10 Current situation of digital marketing adoption

To obtain the result, 100 questionnaires were given to households. Category of respondents based on types of business entities are shown below:

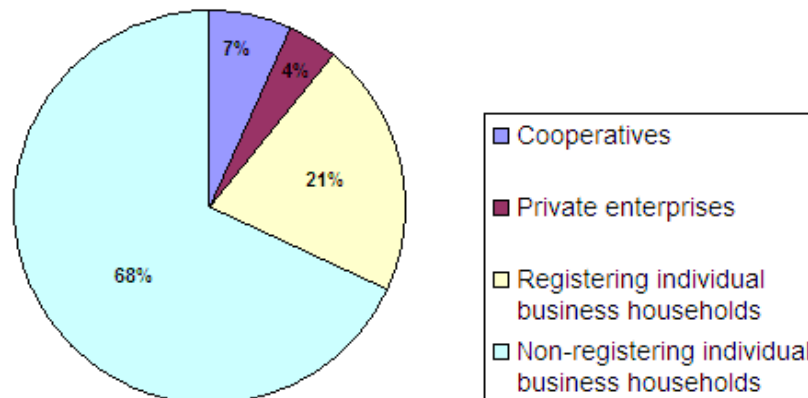


Figure 1: Types of business entities surveyed at traditional craft villages in Thua Thien Hue province (Interview data analysis, 2019)

Figure 1 indicates that non-registering individual business households witnessed the highest figures (68%), registering individual business households (20%) as the second highest. Cooperatives and private enterprises sectors take 7% and 5% respectively.

The most business joining the survey was rattan (29%), conical hat (21%) followed, and copper casting (14%). Besides, other products ranging from 8% to 10% respondents were wood carving, paper painting and flowers, Zèng weaving (Brocade) and mat weaving. However, there were only 2% of respondents were from pottery businesses

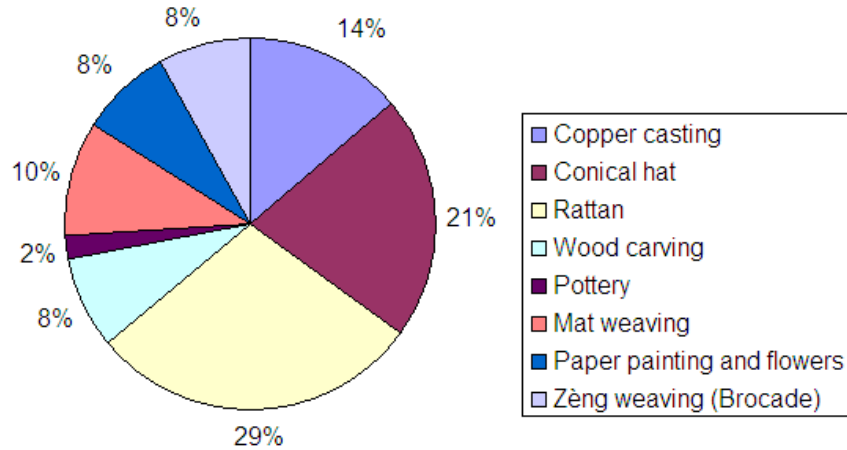


Figure 2: Overview of businesses by product categories (Interview data analysis, 2019)

Regarding the overview of human resource in handicraft industry which is highly intensive. As the result shows that there were only 6 labourers on average in each business in Thua Thien Hue province. Details shown in the table 4

Table 4: Overview of number of employees at handicraft businesses in the study

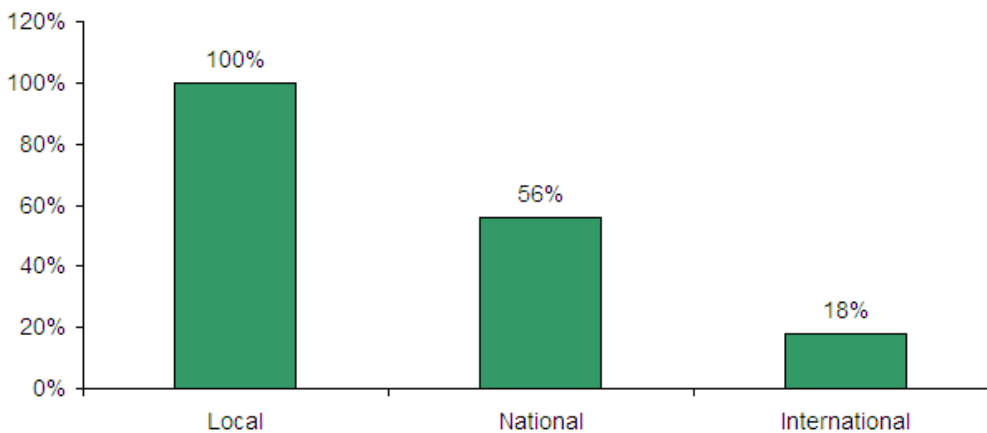
No.	Details	Frequency	%
1	Maximum: 64 labourers	1	1
2	Minimum: 1 labourer	34	34
3	2 – 5 labourers	45	45
4	6 – 10 labourers	8	8
5	11 – 50 labourers	10	10
6	> 50 labourers	3	3

(Source: Interview data analysis, 2019)

In the total of tracked businesses, 79% of businesses are working under the implement of 5 labourers. It is noticeable that 34 business witnessed only 1 member, accounted for 34%. In addition, majority of non-registering individual business households (97%) having 1 labourer and these number for registering individual business households is 3%. If we look at the field of businesses, the number of labours ranging from 1 to 5 is frequently seen in

mat weaving and pottery (100%), rattan (93.1%), and conical hat (95.2%) as compared with total labourers.

As for market access, majority of people participating in the survey reckon that their business meet the difficulty of accessing the national and international market in which nearly 50% of them show that their product can reach the standard of national and international. The first reason that can be explained was that most of products such as weaving mats, conical hats and rattans were usually sold to the middlemen or in the market because the producers only produce when their income is low in the year because the seasonality of the farm field, this is consider as the second job to gain some when the bad season comes. Secondly, conical hats and paper flowers were not suitable for transportation, especially for tourists who came to Hue city and took them as souvenirs to home. There is one advantage for the market is that their products could be on-site exported to tourists to reach national and international markets.



**Figure 3: Market access of handicraft businesses in Thua Thien Hue province
(Interview data analysis, 2019)**

10.1 The readiness level for digital marketing adoption in handicraft businesses

10.1.1 The usage of computers

The infrastructure status is the basic standard to evaluate the readiness level for digital marketing application at handicraft businesses. Those can be named as personal computers

(PC), laptops, tablets or smartphones. As the result of the study, 75% of the businesses joining in the study did not have computers to support their business, only remaining 25% of the businesses are equipped with computers, this can be only seen in cooperatives, private enterprises and registering individual business sectors. The low level of computer usage at those could be explained as small or very small business scale as it is mentioned.

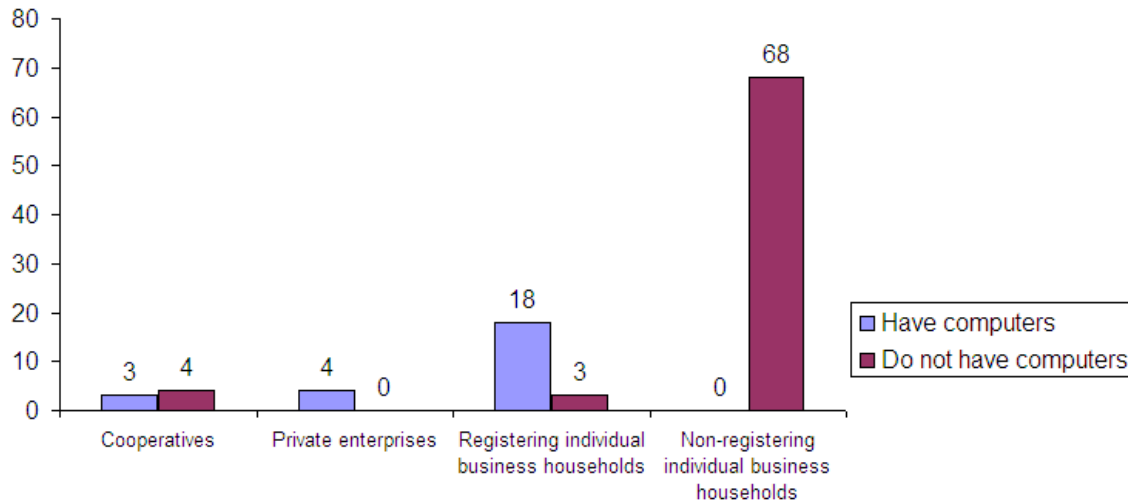


Figure 4: Businesses classification by business type in handicraft villages in Thua Thien Hue province (Interview data analysis, 2019)

Figure 4 indicates that all of businesses that did not own computers went to non-registering individual business households. Among 7 cooperatives in the track witnessed the four responses without computers were from a mountainous area called A Luoi district. These four cooperatives are under the supervision of ethnic minorities who did not cover by IT knowledge. Therefore, they often asked from government when there is an order and they had to prepare contracts or paper to send to their customers and event transportation and other legal documents, for example Zèng textile-brocade Cooperative in A Luoi area. When it comes to registering individual business households, only three of responses which are from pottery villages and conical hat villages and they also did not own computers. On one hand, most of workers in those businesses were middle-aged and old people who are facing difficulties on IT adoption.

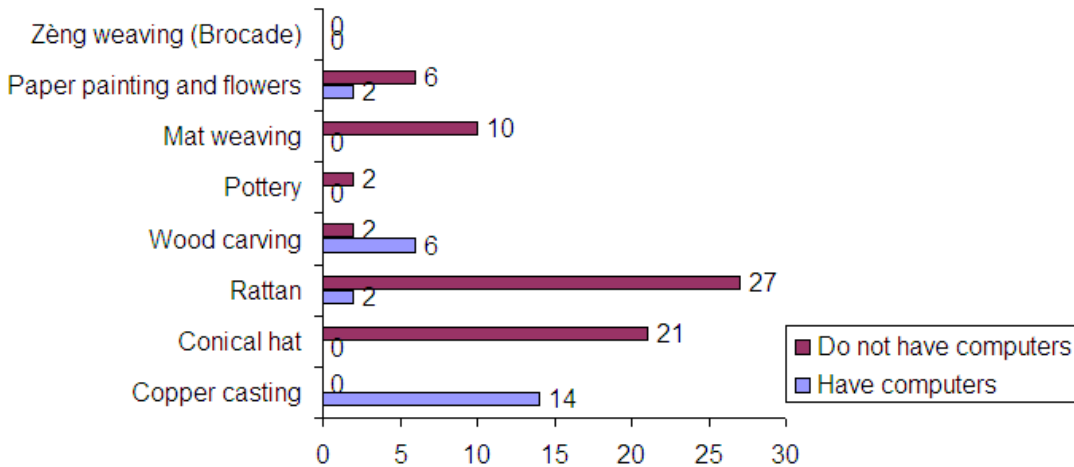


Figure 5: Number of computers in handicraft businesses by product categories (Interview data analysis, 2019)

As it shown on Figure 5, there are five businesses equipped with computers, it can be named as Thanh Tien flowers village, My Xuyen wood carving village, Bao La and Thuy Lap rattan villages and Phuong Duc copper casting village. Besides, these producers also realize the critical of digital marketing for their businesses where as My Xuyen wood carving village and Phuong Duc copper casting village show 80% and 100% of them respectively worked with computers. On one hand, the reason why those businesses takes high rates of using computers although these workplace also belong to old generation that the educational level of producers are proved by the help of their children with IT skills. On the other hand, these villages are located near the center of Hue city where they have chance to face the developed technology. Moreover, they did not meet many difficulties for their markets as other villages.

Table 5: Overview of number of computers at handicraft businesses

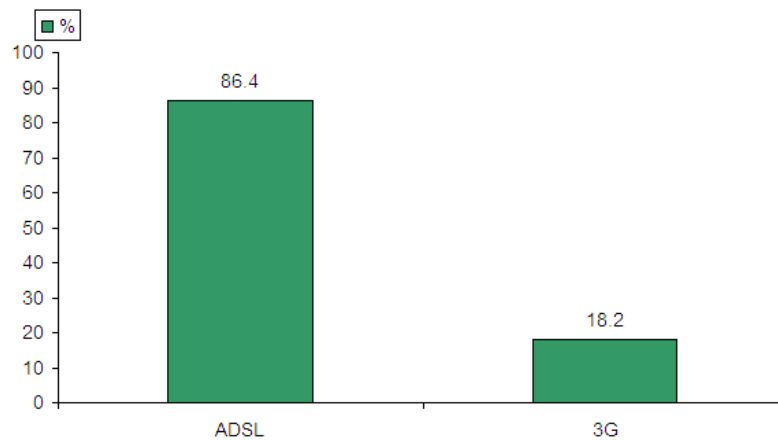
No.	Details	Frequency	%
1	Maximum: 7 computers	1	1
2	Average: 1.8 computers	25	25
3	Minimum: 0 computer	75	75

(Source: Interview data analysis, 2019)

Among businesses which are equipped with computers, 25% of the responses say that they own 1.8 computers on average (Table 4). This number shows a good trend of the readiness level for digital marketing adoption because they did not stay behind the industry in Vietnam when the report of VCCI-ITB (2013) indicated that each institution had 1.9 computers on average.

10.1.2 The usage of Internet

As the survey has shown, it witnessed 22 businesses using the Internet (approximately 22%). In Vietnam, it accounts for four methods of Internet connection, namely ADSL, 3G or 4G, dial-up and leased line. However, the method which is used the most in those businesses are ADSL (86.4%) and 3G with 18.2% (Figure 8). This results coming from the habit of using in Vietnam such as ADSL is well-known due to its stable quality and cheap installation cost. In addition, 3G or 4G the bonus function for those who use smartphone to communicate with their clients. From that point of view, the analysis of digital marketing adoption at the selected place will be concentrated on these 22 businesses.



**Figure 6: Internet connection methods in handicraft businesses
(Interview data analysis, 2019)**

10.1.3 The usage of number of digital marketing methods

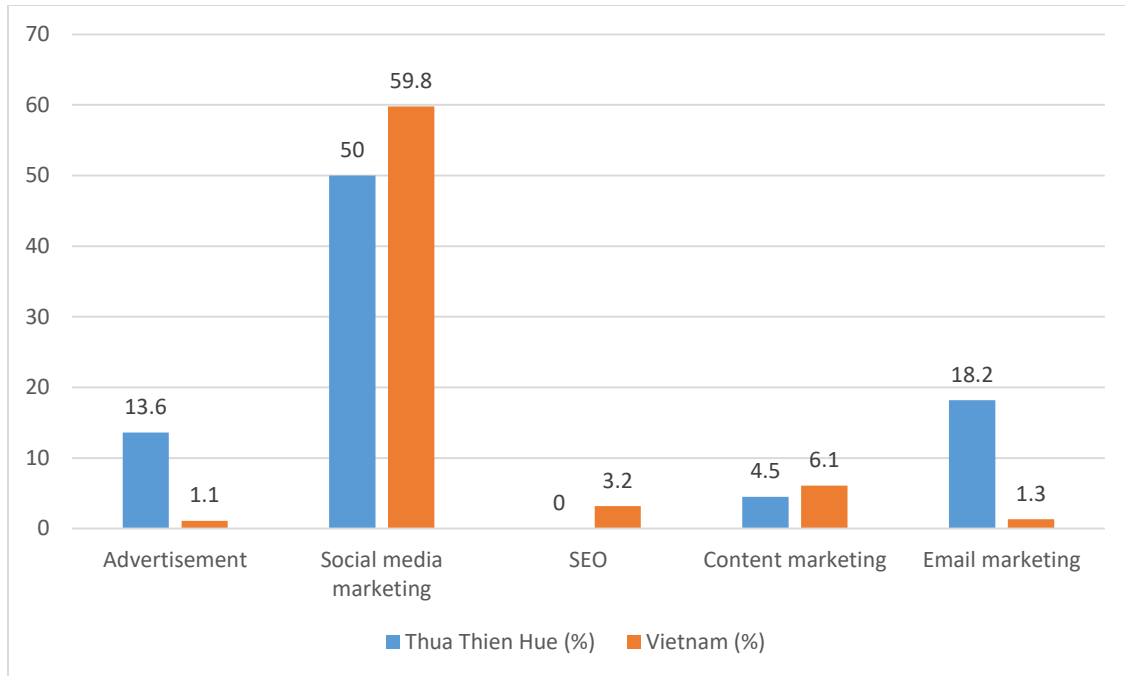
When asking about the method of digital marketing that has been employed in the business. However, only half of respondents said yes to methods of marketing. In precise, 50% of them used social media marketing which is really popular in businesses, followed by 18.2% using email marketing, 13.6% applied advertisement on Internet and 4.5% know about content marketing which has been a part used in digital marketing

Table 6: Methods of digital marketing strategy in handicraft businesses

No.	Methods	Yes	No	Do not know
1	Advertisement	3	6	2
2	Social media marketing	11	0	0
3	SEO	0	9	2
4	Content marketing	1	8	2
5	Email marketing	4	6	1

(Source: Interview data analysis, 2019)

In conclusion, with the low awareness in handicraft businesses in Thua Thien Hue to ensure the digital marketing can be applied. Nevertheless, Figure 7 indicated that the proportion of businesses in Thua Thien Hue province using methods for marketing was slightly higher than the average of Vietnam (VCCI-ITB, 2018). As it shown in the Figure, there were big different between handicraft businesses in Thua Thien Hue province and Vietnam with the method of advertisement and email marketing at 13.6% and 18.2% respectively while these numbers in Vietnam is only accounted for 1.1% and 1.3% for each.



**Figure 7: The digital marketing strategies applied in handicraft villages
(Interview data analysis, 2019)**

10.1.4 Staffing for Marketing

Table 7 compares the results of staffing for digital marketing in selected place and the industry. As it shown in the table, the specialized staffs for digital marketing is very limit. Estimated 60% of answers did not work with a staff for marketing. For the rest of respondents, it seems to be yes but not really a staff for marketing. For instance, in Bao La and Thuy Lap rattan cooperatives, Thang Loi copper casting cooperative, and private sector like Thuong Truc wood carving, the accountants usually also take the responsibility for IT. Other institutions often call for IT help from their spouse or children or relatives. Overall, the staffs for those activities are very low in both Thua Thien Hue and Vietnam at 0.14 and 0.2 respectively.

Table 7: Staffing for digital marketing in handicraft businesses

No.	Thua Thien Hue province		Vietnam	
	Details	%	Details	%
1	Maximum: 2 staffs	4.54	Maximum: 5 staffs	0.2
2	Average: 0.14 staff	-	Average: 0.2 staff	-
3	Minimum: 0 staff	59.1	Minimum: 0 staff	81.9

(Source: Interview data analysis, 2019; VCCI-ITB, 2018)

For the sustainable development and the market expansion, specialized staffs for specialized jobs such as Marketing are necessary and should be priority in the businesses. As it is conducted through the survey, there are three methods of training: self-organize, send staffs to training institutions, and provide on-site training. As the result in Figure 10, 63.6% answers in the survey say that they did not join or organize any training activities related to IT or digital marketing for their staffs, the rest of 36.4% of the respondents went to training provision. Noticeably, the most popular method of training in those businesses was the on-site training at 22.7% and 13.7% of respondents intend to give labourers out for training. As the results for small and very small businesses, it is clear that on-site training takes higher rate than others. In reality, training in these businesses is only transfer activities among family members. Therefore, IT and digital knowledge in handi-craft villages are very limit. The method of sending labours was a support from Thua Thien Hue Industry and Trade Department or Thua Thien Hue Cooperative Alliance where they provide training courses for households of traditional villages

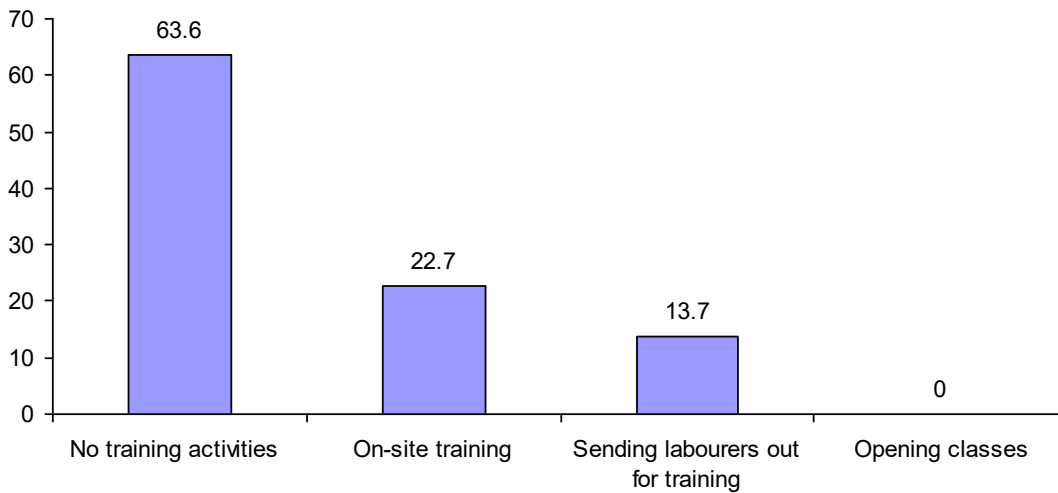


Figure 8: IT and digital marketing training methods for labourers (Interview data analysis, 2019)

10.2. The current situation of digital marketing adoption in handicraft businesses

10.2.1. Digital marketing tools and platforms

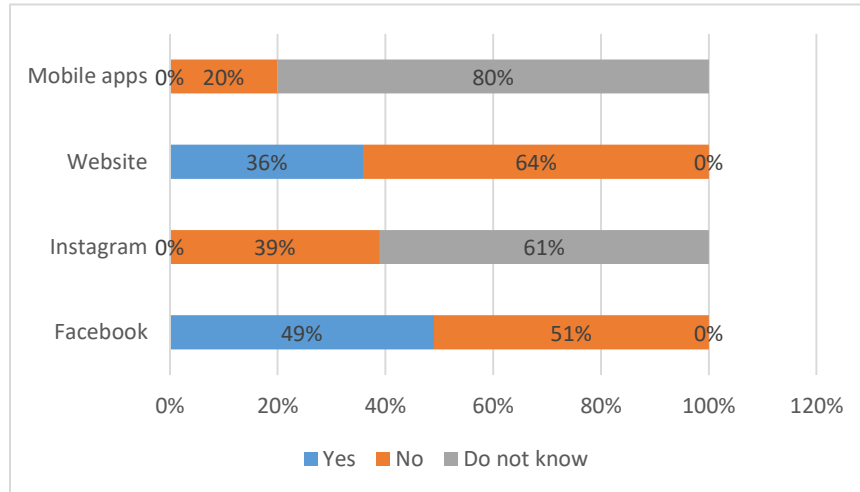


Figure 9: Rate of handicraft businesses applying tools and platforms (Interview data analysis, 2019)

As it indicated in Figure 9 that Facebook was the most commonly used in their business, estimated 49%, the second highest was website. As for Instagram and Mobile apps are still new for those businesses. These findings indicated that digital marketing tools and

platforms are usually used with popular ones and almost of them did not care much about investment on tools and platforms to enhance their businesses efficiency.

10.2.2. Establishment and utilization of websites

In the globalization, website is an important part for enterprises to promote their brand and play a critical role on searching collaboration opportunities. Figure 10 indicates that the percentage of institutions owning websites estimated at 18% and the percentage of establishments want to build their websites accounted for 27%.

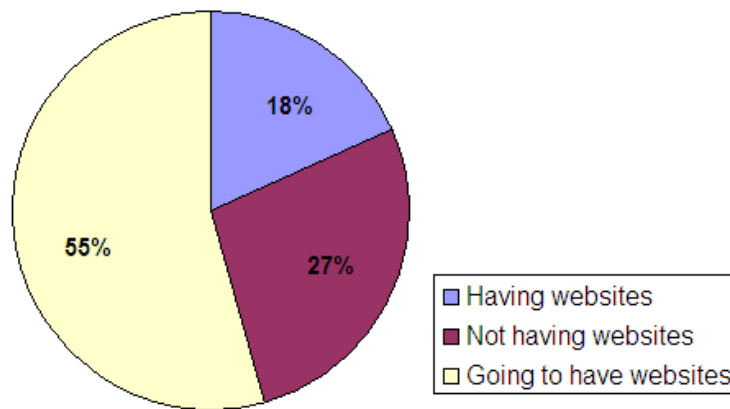


Figure 10: Rate of handicraft businesses owning websites (Interview data analysis, 2019)

Precisely, with 22 establishments in the survey which adopted digital marketing for their businesses, there were only 04 of them established websites, as follows:

No.	Name of handicraft business	Website
1	Bao La rattan cooperative	http://maytredanbaola.thuathienhue.vn/
2	Nguyen Van Sinh	ducdonghue.com; ducdongnguyenvansinh.com
3	Nguyen Van Thuan B	ducdongnguyenvanthuan.com
4	Nguyen Van Nam	cosoducdongnguyenvannam.com

However, only one website of Bao La rattan cooperative is still working until now with the updated content twice a year when there was new design of their products while the others

were disabled. Functions of the website were not too complex including introduction of village and product with pictures. Other advanced functions such as online transaction, online customer service or recruitment were not been shown on the website. Therefore, when it is required by the author to evaluate the website, the head of cooperative agreed that their website rank 1 out of 5 as Likert scale. At this level, the cooperative had own a website with information of introduction and there is no other advanced function. Meanwhile, with the limited of human resources, the online working can consume an amount of cost and it is out of reach of all handi-craft villages

Summary, using a website to promote craft product is still a difficulty for these villages. However, local government and departments such as Thua Thien Hue Trade and Industry Department, Thua Thien Hue Cooperative Alliance and Thua Thien Hue Culture, Sports and Tourism Department have taken responsibilities to support villages to set up websites or easier that they add general information on the history or products of villages to the websites of local authorities. Some typical examples can be seen from the websites <http://mynghedacsanhue.com.vn>, <http://langcophuoctich.org.vn>, <http://huefestival.com> and so on. However, producers from those businesses want to build their own website because when they receive the help from the government, they did not have the right to operate the websites by themselves. In one hand, when they need to upload some information for the websites, they have to report by papers to the admin and it take a long time until it is updated. On the other hand, producers did not know how to run their websites and with the micro businesses like those villages will be a big issue for running a website. Besides, some websites such as <http://mocmyxuyenhue.com.vn>, <http://langhoagiaythanhtien.com>, <http://sengiyhue.com> were built by individuals or organizations but it had no relations to villages that help to support the outcome.

9.2.3. Enterprises participating in e-marketplaces

Currently, joining the e-marketplace is the first and the foremost strategy of small and medium entrepreneurs to enhance the business efficiency. E-marketplaces works as a community where transaction and information sharing activities are working virtually. By

joining in e-marketplaces, business improve their chances to deal with business partners or meet their potential customers. Some international websites forward to specialize the tourism such as tripadvisor.com, couchsurfing.com, facebook.com, Instagram.com and so on. This is where we can attracts thousands of members. Moreover, for the domestic area, online tourism take a wide range of website such as ivivu.com, mytour.vn, travel.com.vn, khamphadisan.com.vn, phuot.vn, foody.vn, benthanhtourist.com and etc.

In overall, Figure 11 indicates that e-marketplace is still a limit for handicraft businesses in Thua Thien Hue province, estimated 45% participating in e-marketplace, in which, three-quarter of them believed that <http://facebook.com> is the only portal for them to join the market. In Facebook, they can easily reach their partners. In the total respondents, only 18% of reports joined the e-marketplace such as <http://mynghedacsanhue.com.vn> but most of them did not know they are listed because this is supported by the local government. <http://thamhue.com.vn> was also a famous domestic portal that also some businesses to join from Phuong Duc copper casting village.

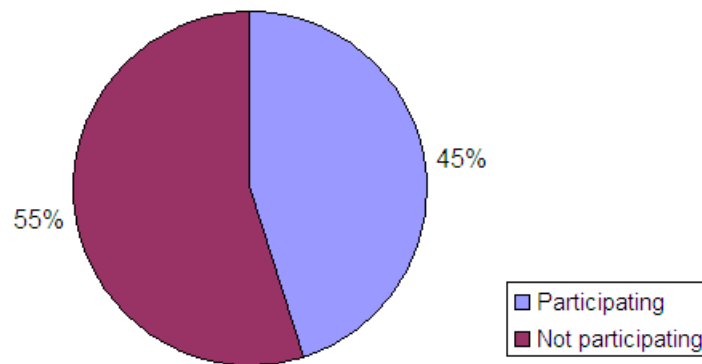


Figure 11: Rate of handicraft businesses participating in e-marketplaces (Interview data analysis, 2019)

In terms of evaluation when joining marketplace, 80% of workplaces believe that it is above moderate level and 20% of answers reckon that it is in low level. From this point of view, we can conclude that businesses can gain benefit from digital marketing or e-marketplace.

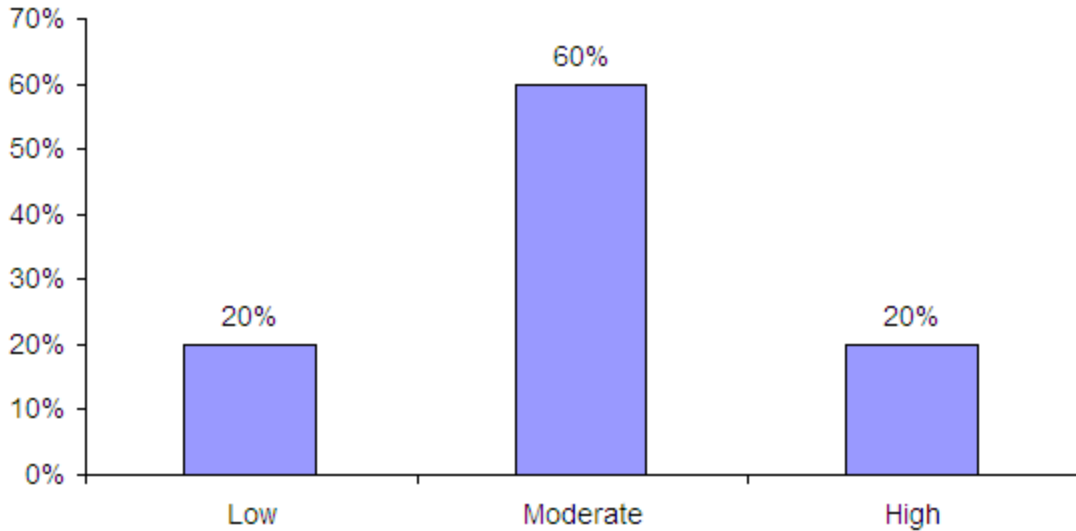


Figure 12: Effectiveness of participating in e-marketplaces (Interview data analysis, 2019)

For the rest of enterprises that did not join the e-marketplace, they were asked if they wanted to join in the future. The result was indicated in the Table 8. Noticeably, two thirds of the survey want to join digital marketing for tourism development. However, the rest of them said that they do not intend to join because the size of their businesses and they do not have ability to control the content or manage business on Internet.

Table 8: Intention to participate in e-marketplaces of handicraft businesses

No.	Options	Frequency	%
1	Will not participate	4	33.33
2	Have intention to participate but do not have any plan yet	7	58.33
3	Will participate in the near future	1	8.33

(Source: Interview data analysis, 2019)

After the survey, it is noticeable that most of the businesses want to join the digital marketing but they are facing the difficulties of human, cost, knowledge as well as

infrastructure. Therefore, to enhance a model of digital market, the efforts must come from both handicraft businesses and the government. There must be a specialized organization standing out for the responsibilities or investors from the outside such as NGOs. Moreover, the strategy for doing this must come to the young generation who has knowledge to extent the model through the world.

10.2.4. Online advertising methods

As seen clearly from Figure 13, 55% of producers in the survey did not carry on any online advertising methods, leaving the remaining 44% of them used to advertise their products or services online. Among many online advertising methods (search engines, electronic journals, SMS/Email, mobile apps, social networks and others), social networks with some advantages such as high users and low prices became to be effective methods for handicraft businesses in Thua Thien Hue province to choose when they wanted to advertise their products or services (27%). The following methods were electronic journals (23%) and SMS/Email (5%).

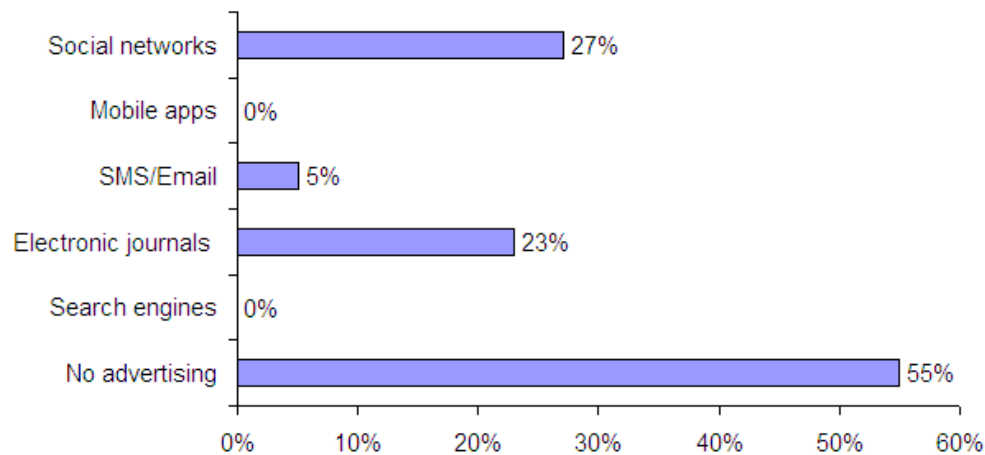
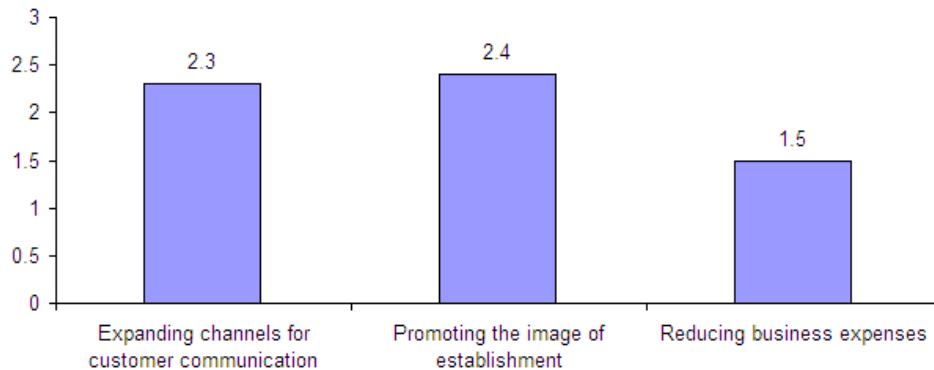


Figure 13: Online advertising methods for handicraft businesses (Interview data analysis, 2019)

10.3. The effectiveness of digital marketing adoption in handicraft businesses

10.3.1 Digital marketing application efficiency

The interviewees have been asked to evaluate the efficiencies of digital marketing application from their point of view based on three standards: 1) Expanding channels for customer communication; 2) Promoting the image of establishment; 3) Reducing business expenses. The scale ranging from 1 to 5 as Likert scale 1 (not efficient at all) to 5 (very efficient).



**Figure 14: Efficiency of digital marketing application of handicraft businesses
(Interview data analysis, 2019)**

As it shown in Figure 14, the businesses on the track evaluate their application on their term remain on average level. It is notice that 73% of the respondents reckon that it is very difficult to evaluate their cost efficiency when applies the digital marketing because it is very limit in their businesses leading to the low level of the criteria of reducing cost (average point of 1.5).

10.3.2. Revenue of handicraft businesses from marketing channels

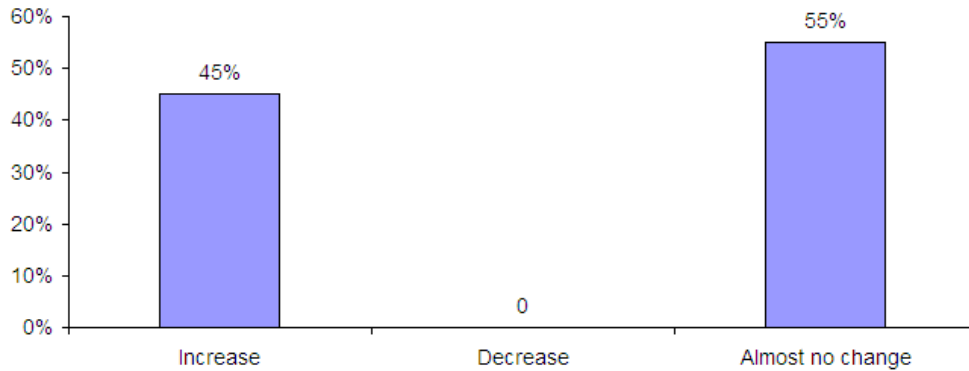


Figure 15. The revenue of goods and services via digital channels (Interview data analysis, 2019)

As Figure 15 shows, 55% of the answers say that the revenue stay no change when applying digital marketing. The rest of the respondents see it is increasing with 45%. In conclusion, this is a highlight of applying digital marketing on tourism development. However, this result says say less about the efficiency because there is few businesses using digital marketing to attract their customers

10.4 The needs of handicraft businesses about consultancy and training courses on digital marketing to improve market access

10.4.1 Establishments’ awareness of digital marketing application

The level of awareness of these businesses will pose positive impacts on implementing the digital marketing to enhance the efficiency in their business results. The current situation of handicraft business of digital marketing application will be indicated in Table and Figure

Based on 7 criteria that established by qualitative questionnaire, the author has given the listed results showing in Table, Facilitate faster communication with customers witnessed the highest benefit for handicraft businesses when establishing digital marketing with 76% of answers have the same opinion. As it shown on the Table, the statements of other positive impacts of digital marketing such as Provide market information, Reduce communication costs and Reduce marketing costs estimated the same rate at 60%, it means

majority of the people who join the survey agreed with this opinion. However, both of the benefit from Help to understand the needs and shopping habits of customers and Help to expand market worldwide made highest disagreement, approximately 77% and 64% respectively. This can be explained by the fact that handicraft villages initially begin to apply digital marketing so these advanced benefits is really far from the knowledge application of businesses.

In conclusion, just nearly 50% of responses reckon that digital marketing was very important for their business. This tendency indicates that the level of awareness of those villages is still in consideration. In the last few years, Vietnam Chamber of Commerce and Industry has run the project name “Support program for craft villages and enterprises in Vietnam on e-commerce adoption for sales and export enhancement”. However, this program is still out of reach of many handicraft businesses in Thua Thien Hue province.

Table 9: Opinions of establishments about the role of digital marketing application

Criterion	1(%)	2(%)	3(%)	4(%)	5(%)	Mean
1. E-marketing is very important	0	18	27	32	23	3.6
2. Provide market information	0	14	27	36	23	3.7
3. Facilitate faster communication with customers	0	9	18	32	41	4
4. Help to understand the needs and shopping habits of customers	9	18	50	9	14	3
5. Help to expand market worldwide	14	36	14	23	14	2.9
6. Reduce communication costs	5	9	27	27	32	3.7
7. Reduce marketing costs	0	18	27	36	18	3.7

Note: Likert scale: 1 (Strongly disagree); 2 (Disagree), 3 (Uncertain), 4 (Agree), 5 (Strongly agree)

(Source: Interview data analysis, 2019)

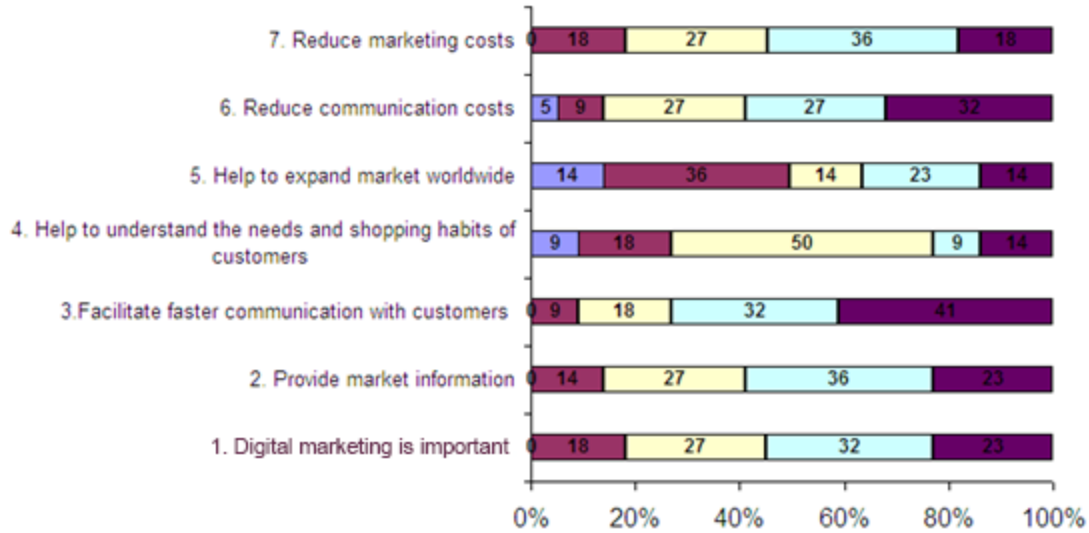


Figure 16: Opinions of establishments about the role of digital marketing application (Interview data analysis, 2019)

10.4.2. Survey on the needs about consultancy and training courses on digital marketing and tourism market

The author has asked the needs about consultancy and training course for digital marketing. In the Figure 16 would summarize the overview in handicraft businesses in Thua Thien Hue province of how they think about the future fair for digital application. As the graph shows, only 14% of respondents went to no for both the needs of consultancy and training courses. In contrary, most of the people who join the study want to have higher education on digital marketing and its application on rural and domestic market. Especially, the results went for yes take 77% of the survey which is the highest trend showing in the graph.

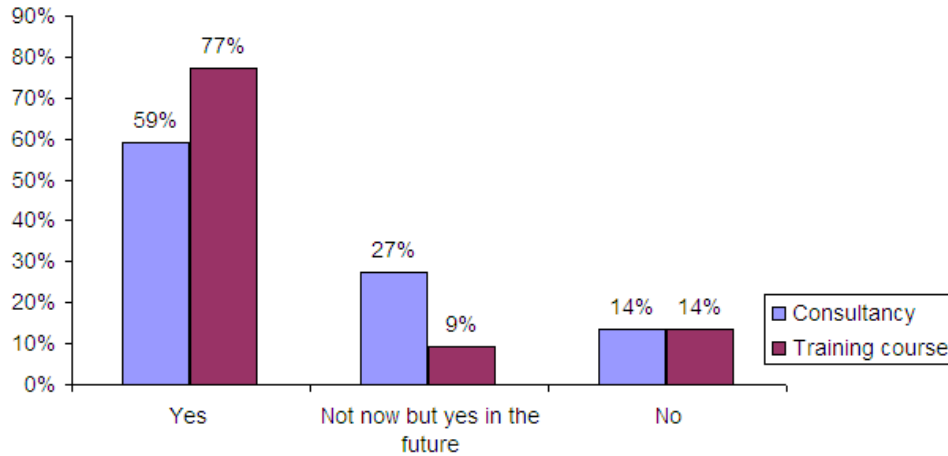
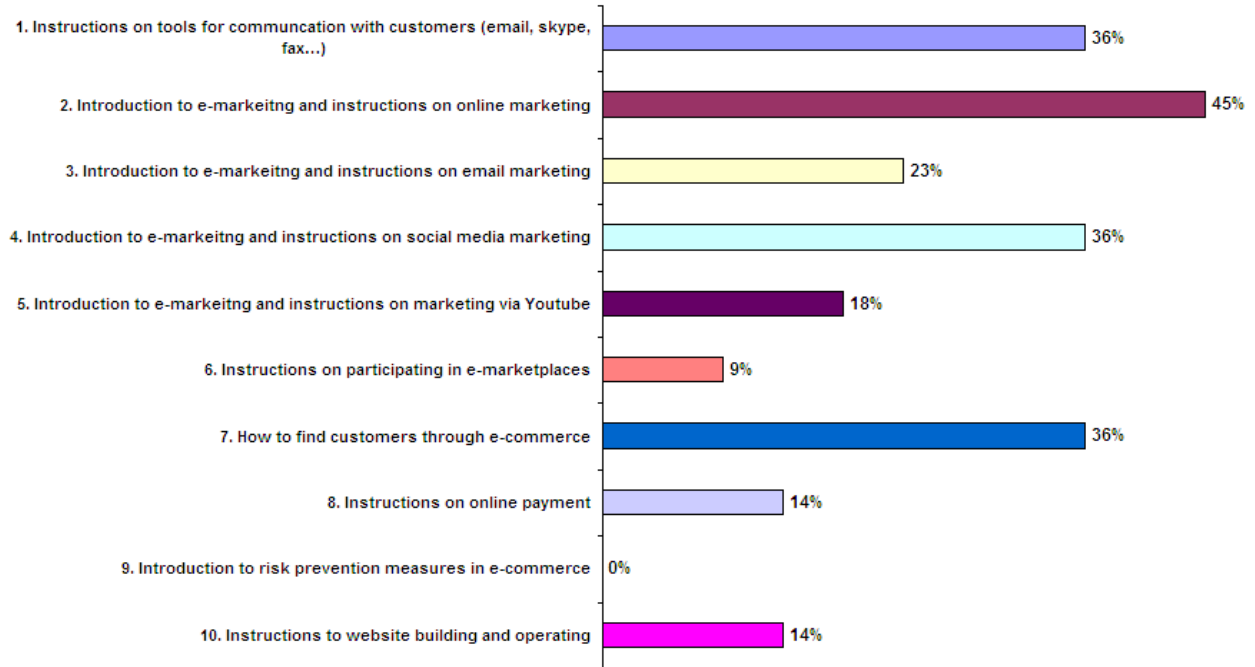


Figure 17: Rate of establishments having the needs about digital marketing (Interview data analysis, 2019)

The following figure shows the results of the options of training courses on e-commerce chosen by handicraft businesses in Thua Thien Hue province. It can be seen clearly from the graph that the most preferable choice was Introduction to e-marketing and instructions on online marketing, which were selected by 45% of the respondents. The followers were Instructions on tools for communication with customers (email, skype, fax...), Introduction to e-marketing and instructions on social media marketing and How to find customers through e-commerce, being ticked by 36% of producers. Based on these top four selections, the training courses on e-commerce will be organized to help handicraft producers from traditional craft villages in Thua Thien Hue province to enhance their market access as well as to achieve a more efficient and cost effective form of trading goods and services.



**Figure 18: Rate of establishments according to options of training courses
(Interview data analysis, 2019)**

11 Proposed projects on promoting marketing adoption in handicraft businesses

This section presents the idea gathered from the interviews of 8 professionals whom all have practical experience in tourism section and digital marketing on promotion in tourism channels. The respondents are represented as R1-R8 as below:

11.1 Proposed interventions on promoting marketing adoption in handicraft businesses

Digital marketing poses the potential to promote handicrafts in Thua Thien Hue province on stimulating new market access. As the study shown, the market of tourism is now a weakness of handicraft businesses in Thua Thien Hue. Moreover, it creates new business partners and increase choices. However, the current issue of digital marketing adoption in Thua Thien Hue handicraft businesses indicated in the data analysis that the potential of ecommerce is far from being fulfilled. As the author recommended the following interventions to enhance digital marketing adoption in handicraft businesses:

(1) *The intervention of the government:* it is believed that the national e-readiness can play an important role in promoting digital marketing adoption of all stakeholders in the country. On one hand, the development of digital marketing depends on the lead and guide of the government at national level. On the other hand, the role of forming propagandize programs to develop the awareness of e-market will pose a significant efficiency in application of digital marketing. Those benefits from applying the digital marketing should be outstanding. For example, in 2013 and 2014 VCCI has given a project named: “Support program for craft villages and enterprises in Vietnam on e-market adoption for sales and export enhancement” (VCCI-ITB, 2013, 2014). The only problem is that craft businesses doubt that these programs are not fulfilled what they confirmed. Thus, the training course may show more efficiency rather than which are only project in theory.

Moreover, as it is reckons that by handicraft businesses, the government should support them on brand recognition and promoting their products. Whenever their products can reach out their potential customers. When they can grow their markets in both size and number of geographic locations, they will intend to adopt higher solution of adopting digital marketing

(2) *At provincial level:* Thua Thien Hue provincial authorities initially should collaborate with digital marketing strategy of Vietnamese government. Besides, they should copy successful model of digital marketing application of other villages in the country. For example, there is one project of Ha Noi city – the capital of Vietnam called “digital passport” which is a great example of promoting products of traditional craft villages. One of the negative side for digital marketing at craft villages in recent years that they did not gain benefits from their business. Hence, the information of their goods is not precise and unimpressive to customers; some experts believed that majority of handicraft websites did not meet the reliability about the product quality. This is the purpose of project “digital passport” of mending these problems. Precisely, products that can be listed in project’s channels should meet the quality standard. The evaluation contain 3 stages including

artisans' evaluation, council's evaluation and quality evaluation that can meet the standard of foreign market by policies of safety and quality that can assure the quality for customers.

(3) *At local level*: businesses should be guided to employ digital tools. Firstly, the government should support them with finance and technology that they are able to produce products with quality that can be export and sell to foreign tourists. Then digital marketing can play more important in their businesses. As in Thua Thien Hue province, they are lacking of skills and knowledge to adopt digital marketing so training section should be done by government or other responsible institutions.

(4) *Human resource development policies*: the first and foremost factor of development in each country that is labour force. However, in the present the main issue is that youngsters are not into working countryside or traditional villages because of the low wage and working standard but there is one thing is that young people are easily to master knowledge and IT skills which is the main factor of digital marketing. So the human resource development policies should focus on young people, not only in inspiring them about traditional products but also higher benefit for whom working in traditional villages. More important, the educational institutions which are the main forces that directly impacts to young people should organize start-up programs for students that they can continue tradition and make it better. For example, supporting students to start up new enterprises in handicraft activities

(5) *Formation of large scale businesses*: As it shown in the study, one of the problem for handicraft villages for adopting digital marketing is that their business scale is small or very small. Cooperatives, private enterprises, registering individual business households witnessed higher awareness level of digital marketing than non-registering individual business households. Thus, local polices should play important role on supporting of building up better scale of busines.

(6) *“One Computer One Village” program*: The initial of this program is from Thailand where poses successful performance on handicraft businesses. For example, the OTOP project (www.thaitambon.com) that collect every information from every “tambon” in

Kalasin province- Thailand that make the positive impacts for handicraft products in Thailand to tourist and domestics as well. Moreover, this project helps people to socialize with computers, the internet and websites. Therefore, they can exchange knowledge and market information. This project shows its potential in Vietnam when the situation is the same so the authorities should deploy this program at national level.

11.2 Proposed tools and platforms on initially joining digital marketing for tourism in handicraft businesses

Digital marketing is very important, but it depends on the section of business is, the strategy, tools and platforms are different. Base on the reference of 8 professionals in tourism field. The author has summarized the marketing tool for handicraft products in Thua Thien Hue province.

All of the respondents reckon that there are variety of platforms where the business can be present and be promoted. As R3 considers that it important to research which are the target of the villages, because it is not possible to introduce products to all of the people around the world, even who did not concern. According to 8 respondents, it is discussed the most common platforms which the company uses, which are Facebook, Website, Service website, Instagram and some applications.

(1) Facebook: it is undebatable that Facebook is still the first and the foremost platform that has been employed by majority of businesses around the world. It is estimated that 1.52 billion active users visited the social network on a daily basis (Facebook, 2018). It is witnessed more than 2 billion monthly active users and become the most frequent used social network worldwide. As the monthly social media visits, Facebook accounts for over 42 percent of customers. One of the reason why Facebook is tracking a huge number of people because its appeal is not only based on its social platform but also its outstanding mobile integration and mobile messaging functions called Facebook Messenger which was introduced as chat application in 2011 and recognized the most popular mobile messenger application all over the world except few countries such as China because Facebook is not working in Chinese market.

Facebook page is one of the most popular method that has been used by majority of businesses and the only function that businesses are allowed by Facebook to introduce products and doing advertisement, brand management, promotion as well as customer relations. Creating Facebook page allows more than 2 billion people on Facebook to discover businesses and it works as a digital shopfront. As estimated by Facebook, 2/3 Facebook users across all countries survey said that they visit the page of local businesses at least one time a week.

By those reasons, Facebook is recommend by 8 of respondents. As R1 said that it is not too difficult to create a page for business on Facebook and it is totally free. Each handicraft businesses in Thua Thien Hue province should have at least one page to introduce their products not only in domestic but also around the world. As it shown in the study, the awareness of people in Thua Thien Hue for adopting digital marketing is still quite low so the idea of training course for them is necessary. Moreover, there must be an institution or organization staying out to connect all the business all Facebook page as a retailer because not everyone in villages can master English to introduce their products around the world. For example, during the research, there is some businesses setting up their Facebook page to post their products by the guiding of the author namely <https://www.facebook.com/1646155489001063/>, the Facebook page of a copper village. With the result of 50 followers in the first week of establishment.

(2) *Instagram*: Instagram (it is well-known with the name IG or insta) is a video and picture-sharing social networking service own by Facebook. It is the same as Facebook in some function that this platform allows users to post photos and videos online through a personal page. Insta offers user the ability to edit their materials with various filters, and giving information with tags and location. A post can be share publicly or through a privacy setting. Users can show their emotion through “like functions and follow other users to add their content to a feed

The service also offers users with messaging features, the ability is similar to its main competitor Snapchat. As for the estimated of Instagram in 2018, Instagram witnessed 1

billion monthly active users, in which 500 million daily active users. However, this population accounts for 20% from the US. As it is said by R7, Instagram is a basic method for handicraft businesses in Thua Thien Hue adopting digital marketing because it does not require many technique like Youtube – also one of effective channel. Youtube requires users with ability of creating video, editing and advertising it. However, in majority of handicraft villages, requiring advanced technique like camera or recorders is more difficult. Moreover, R2 said that Instagram is an effective method to track user from Europe, according to statistics from NapoleonCat.com, Instagram are different in each country and regions. For example, 45 percent of the population in Turkey use Instagram, this number in Netherlands is 36 percent, However, Instagram was the most popular in Sweden with 50 percent. In average, the number of population using Insta in Europe ranging from 20-50 percent.

As it recommend by R2, once handicraft villages adopt digital marketing, Instagram is one of the best method to reach tourists from abroad with simple activities like posting pictures.

(3) Websites: As the results shown in the study, in 100 businesses has been tracked, there is only 4 businesses working with websites. Although these website did not really work well in reality but those businesses are initially adopting digital marketing. As R1, R2 and R3 reckon that owning a website for business giving many advantages such as customers are always able to reach the businesses any time. It offers the customers indirectly experience as well as information and location of the businesses that they can track business by themselves. Plus, as most companies nowadays have their own website because there is chances to lose customers to competitor if the businesses staying offline. Moreover, R3 indicates that at the basic level, a website can provides a simple way of communicating information, your opening hours, contact information and it can play the role like Facebook by showing images of location or products, feedback from existing ones. Besides, R5 has said that unlike Facebook, Google AdWords can work as advertisement tool for website giving businesses power to reach target customers. In addition, advertising on Facebook with a link giving much more reliability than with traditional offline

advertising methods. The businesses can apply SEO method to reach potential customer or gaining data of customers who access their website. For example, it is named in the study, there are some businesses applying the website but it did not work well so the idea of training course how the website working or maintaining a website is a necessary solution. Besides, traditional villages are working in many section such as production, staying, cuisine and tourism. In case of digital marketing application on enhancing the tourism market. There are some method of accessing the online market with service websites, it is working as a community to exchange tourism information. In which, it can be named as <https://www.tripadvisor.com/>, this is a website for tourism recommendations. Once tourists come to a country, they can easy gain the suggestion activities or destination where to come. They can easily get the review from who has travelled to the destination through the posted pictures and comments. Moreover, as the statistics of tripadvisor.com in 2017, currently averages 390 million monthly unique visitors and has amassed 435 million reviews and opinions with comments and pictures covering close to 7 million accommodations, restaurants, activities and attractions. With more than 280 traveler reviews are submitted to the website every minute. However, to be listed as a destination to come in Vietnam, each handicraft villages should have their website for the procedure so this is the disadvantages for villages. However, the idea of one institution to stand out for all villages with one website cover all information of all villages in Thua Thien Hue must be the real idea. To add to it, R7 recommended <https://www.couchsurfing.com/> which is another effective community where all tourists can easily get the recommendation from the local about the destination. The working function is simple, each people have their own profile to post the picture of the destination they want to introduce to tourists, the owner can accept to be the tour guide for tourists or just recommendation. As the statistics of couchsurfing.com, it witnessed more than 6 million visits in a month, in which majority of visitors come from the US with 11.18%, following by France and Germany with 7.17% and 6.97% respectively. In average, it witnessed very high number of visitors from Europe and the US. By joining this website, they can introduce their service to tourists around the

world but the only barrier is that almost tourist in couchsurfing.com exchanging information by English which is one of the most difficult for handicraft villages when language is not an advantage but as it recommended by the author, there must be one organization should take the responsibility for this to enhance the brand for handicraft village for the country. As for the domestic area, they have set up some website with the same function as tripadvisor.com and couchsurfing.com such as <https://triphunter.vn/> or <https://www.ivivu.com/> it will be easier for handicraft villages to reach out customers with Vietnamese language.

(4) *Applications*: nowadays, with majority of big scale website, they usually set up their own applications working on smartphone or tablets. For example, Facebook, Instagram, Tripadvisor, Couchsurfing, Triphunter, Ivivu have their own application available on Appstore or CH Play for every smartphone which is must be easier for all users to access the website and control their information easier. This will be an advantage for handicraft villages when each villages witnessed only 1.9 computers in average as it shown in the study.

11.3 Proposed digital marketing strategy for handicraft businesses

R6 argued on how digital marketing become exceptionally cost-effective and powerful tool for handicraft villages, but it is mostly good for the involvement of the companies, institutions, government or organizations. In addition, R1 said that digital marketing can be done cost effectively and become tools to build the trust for customers. R4 reckons that it is not too difficult to do a digital marketing strategy if businesses have enough of knowledge. A6 argues that:

“The positive is that businesses can reach out to various people in a very short time. They can also pinpoint to whom the advertisement strategy should be displayed for, which is really good when they want to target customers in target group”.

As far as A8 is concerned, the measurability of digital marketing as the main benefit. A marketing strategy online it is able to measure specifically on how much it costs to have a customer, how purchase costs the company is, and which channels work the best.

R7 indicated how the applying of digital marketing in handicraft villages depends on the resources and the priorities. Those businesses are now posing limited resources so there is no reason to focus all the resources on digital marketing or marketing in general. Besides, R3 also stated that it requires businesses to learn how to reach and keep tracking customer. It is not about cost efficiency but resources for doing marketing. Moreover, the digital marketing is not really effective without paid content to reach out a wide range of customers. He also explained, a paid content usually work better that those common one, for example the Instagram account, it grows very slow in comparison to the sponsored content. In addition, it takes much time to learn how to create a good content. As it shown by R8, the challenges of those villages grow more when there is a lot of company doing the same content making it boring. What is more, R5 argue that it will a big challenge for businesses when they have to deliver the core value of their products through the media. He also stated that more and more digital marketing tools and platform are creating and changing every day it makes more difficult to keep track. In addition, the change in digital tools like cellphone, computer and etc add more challenges. They need to know that to retain the basic of their background. Moreover, they have to understand the data such as customer's behavior on the website and use it as the business tool. Moreover, R4 said that when accessing new market of tourism, they have to know the behavior of tourists online to get the right target, for the first running businesses, they usually meet the difficulties when their target is too wide that cannot focus on the real and potential customers. To add to it, R8 takes this challenging for handicraft villages to gain knowledge for the background knowledge in the future. It is really important for management activities when the digital marketing strategy is set up, the management section must have the overview of the change in digital marketing so with the reason above, the necessary of a training course or an institution to be in charge should be considered. For the new digital marketing adopting like handicraft villages in Thua Thien Hue. The author has proposed the strategy below to cooperate with tools and platforms using in 5.2

(1) *Content Creation (content marketing)*: Firstly, to understand how to create a good content. We have to know human's mechanism including curiosity, herd and safety (Phan Quoc Viet, 2000). A digital content should satisfy the curiosity of human. For example, people tend to discover what they are curious about, what they really need. When a content meet the requirement of people, it will be concerned more by people. Moreover, as it is indicated by Phan (2000), as the mechanism of herd, people intend to join to read the content where there is a lot of people who are reading the same content that makes it more curiosity why there is many people joining that content that pushing people to read. The last but not least, the businesses always want to create a safe content which did not bully people or people do not want to read the content which are harassing themselves so when choosing a right content, the content marketer should pick up words on how it attracts people to read basing on human's mechanism.

To add to it, Dr. Albert Mehrabian's 7-38-55 rule has indicated that the power of content based on 3 elements including words, voice or sound, picture or image. But it is allocated with 100% by 7%, 38% and 55% respectively based on the level of important of information transmit. According to the rule, the content creator should focus more on picture rather than only words on a content that make people focus on what are you saying. As it indicated by Pulizzi (2013), the digital content is an important part of the inbound marketing technique, which is also known as a "pull" strategy. R6 reckons that the content will meet the positive interaction if it is posted on the right platforms with the true manner and transparently. R6 also indicated that consistency issue is also an essential part of a content so he suggested how business should share coherent message when implement content strategy. Hence, to create better content, the handicraft businesses should adopt digital marketing first with tools and platforms. If they value the social medial tools with low standard, they cannot benefit from them. The most common formats which digital content use, such as in Facebook, Instagram or other platforms as pictures, animations, e-books or shorter customer guides, blog texts, white papers, webinars, infographics or social media posts. Holliman & Rowley, (2014) also indicated that content with educational

context can be engage more and new potential customers. As for the traditional handicraft villages when applying the theory that indicated above, they should focus on positive experience for tourism, indicated what they will learn from the trip or they are just posting pictures or video with content on page of Facebook or other platforms is the first step they have to do for adopting digital marketing to access tourism market.

(2) *Search engine optimization (SEO)*: This is one of the strategy recommended by R1 and R2, after thinking of a great content, the mission is to make it viral and how to save the cost. The businesses have to think about how customer can find them in the internet. This is one of the mission of SEO once they are doing a content strategy. This is indicated how customer behaves in digital platforms and what they will type on searching box for the precise content or website. For example, definitely they will look for the word “Vietnam” if they want to know about the history, destinations, cultures, cuisine and so on in Vietnam. As for the handicraft villages, to access the market of tourism, they have to know keywords when establishing a content strategy. As it estimated by Google on keywords or what they are looking for in the internet, the keyword of “tourism” which is used to search for tourism content in a country or destinations having been search more than 200 thousand times every month in average (estimated by Google analytics, 2019). However, there is a lot of company know this trend of users so how to compete the content when the hard estimated by Google is 75% it mean there is only 25% chance tourists and customers can find businesses’ content. In one hand, they have to pay for that keywords once doing the strategy as bid so they will have higher chance to be searched by customers. As for the keyword “tourism”, it cost 0.37\$ for one click in Google Adwords. Another example of the key word “tourism website”. Although it is searched around 3 thousand times a month in average but it cost 0.77\$ with a click. So the mission of handicraft villages is have to find out which words are less company using with low cost but there are still people looking for. This is a hard mission when they are first adopting digital marketing at basic level.

(3) *Social media marketing*: After defining the content and SEO strategy, the mission is to make it work on channels and platforms. Harrison-Walker & Neeley (2004) indicated that

digitalization encourages customers being willing to repeat transactions more usual which positively rise their satisfaction. R8 said that customer satisfaction is a necessary reason to acquire business customers. Moreover, according to Patrutiu-Baltes (2016) Digital Marketing strategy creates relationships with customers via trust and loyalty. R3 believed that the method is to find the trust and loyalty through SEO and content marketing. R1, R4 and R6 are giving the same opinion which considered SEO as an important tool in attracting traffic. However, it is explained by Phan Quoc Viet, (2000) of herd mechanism when there was no people tracking the content at the beginning, there is no one reading the content so the mission of social media marketing is to create the beginning tracks of the content. As for the social network such as Facebook, Instagram and so on or Google Adwords as other examples. There is one method of advertising but the thing is how to target to the right potential customers as it mentioned in the content strategy section. The marketer has to understand the geography, demographics, interest or behaviors in general how they behave in the internet. For example, as it indicated by R1, the person who loves travelling is usually speak more than one language such as English, they usually go for the online shopping because know how to look for information and they really love discovering cuisine and sightseeing, the age is between 18-65 . Once you target the content for an advertisement strategy on social network in Facebook for example you can set up the system like: Age 18-65, love cuisine and beautiful places, and online shopping. The system will automatically run the ads to the right person with the same behavior on Facebook. Besides, R5 also stated that, for the handicraft products in Thua Thien Hue province, it is suitable for the tourists who take the trip by themselves not an offered tour so we can narrow the segments as the people who are backpackers and the age from 18-45 (as estimated). Of course this is an example that did not cover all the behavior of tourists on Internet. However, to understand the digital behavior is really a hard mission, it is usually for the person who are specialized in the field of behavior.

(4) *Email marketing*: All the respondents reckon that long-term business relationships is always better than that for short-term, in which an necessary factor in maintaining

customers relation is to deliver added value or offer an ongoing communication (R7). This is also considered as the connection through digital platforms and tools that offers communication with the customers. One of the simple methods is to connect via email which is offered by the customers. The reason is we cannot connect customers via phone numbers because it pushes the cost higher and not every customer is in Vietnam, they have to take an international number to do this. So email marketing is an effective method to do this. As R4 and R5 stated that how the businesses can gain the database of customers. It is diverse to do so. On one hand, they can ask for email once they have a customer. On the other hand, they can exploit the website well. Once there was a user accessing the website, they have to offer the email address to sign in, this is the best way to receive the admission from users for doing the marketing strategy. However, the negative side is mentioned above, the difficulties are not how to do that but they are not willing to allocate resources when the labor force is really scarce as it is shown in the study. Another negative side that is recommended by R5 is that Gmail or Outlook or other forms of email do not allow people to spam the email, it means it is not allowed to send many emails with the same content in the same time. It makes it more difficult for handicraft villages when they first adopt digital marketing. It requires more techniques from specialized persons from marketing to do that so the training course as the author has indicated in the study is really necessary.

CONCLUSION

The purpose of this research to investigate the adopting of digital marketing strategies and tools in handicraft villages. This study further analyzed the internal and external factors that effects the adopting the digital marketing in handicraft villages in Thua Thien Hue province. Moreover, the author has given the digital marketing strategies and tool that are the most suitable to enhance the tourism market access in those businesses. This research indicated that handicraft villages in Thua Thien Hue do not consider digital marketing as the main activities to acquire customers. However they paid a lot of attention on adopting digital marketing as well as training for enhancing skills and knowledge. The best digital marketing strategy is to build content and pictures on the platform that attracts a lot of users such as Facebook, Instagram, Websites and service websites. Besides, they have to combine the method of advertisement and SEO to push the content up that track more people to come to read the content. As handicraft villages usually have the limited resources so the balance between staffs for marketing and staffs for production are still in consideration because digital marketing requires a number of specialized labor force to understand the human or customer's behavior. Thus, the presence of staffs in specialized platforms is critical, to attract users through presenting the knowledge and skills for the businesses. When acquiring the customers, the digital marketing is able to maintain the customers via different tools and platforms such as email.

12 Limitation

The research is mainly based on primary data, including 100 questionnaire from handicraft villages in Thua Thien Hue province with limited source of secondary data about digital marketing for handicraft villages or products. In some of it, the data is quite old from unpopular source. Thus, the analysis of data cannot generalize the idea of the study.

Moreover, the study only track 100 businesses in villages so it cannot show all the trend in the province. To add to it, this research is only used for Thua Thien Hue province due to the data has conducted that is difficult to apply to other region. Additionally, the

respondents of the villages come from different of product industry which give diversity to the research. However, it could significantly affect to the generalization of the study.

13 Managerial Implications

This research further recommends managerial implications or training course based on the findings, which handicraft business may be apply. Moreover, it provides the businesses understanding and the awareness of how important digital marketing is for accessing a new market or being well-known in the market in general. The author also indicate of how to employ digital marketing in to the business practices for the tourism market based on the suggestions of professionals. It is possible to apply those strategies for villages to follow and implement.

Basically, this study indicates what type of tools and platforms should be employed, which target of customers and how the content should be created. As the findings state the important on what they should apply and strategy they should implement to access the market of tourism. Thus, the managerial implications first address how the digital marketing practices can be adopted by the handicraft villages and what should they do. It require a strategy from the managerial implications.

Firstly, they should evaluate their potential at each level of implement. Secondly, setting a training course for businesses for the first adopting at the research found at it recommended at basic level as it can be used at the beginning. Thirdly, the sharing must demonstrate the knowledge and skills with the capacities of businesses. And finally, indicating how them allocate the resources on doing their job or supporting them all doing a strategy of digital marketing to access the market of tourism.

Furthermore, based on the knowledge they can define if it is suitable to the businesses to employ it in the future.

14 Theoretical Implications

The contribution of this study is to extend the knowledge of how digital marketing strategies and tools are connected to diversify the market of handicraft villages in Thua Thien Hue province. What is more, the number of digital marketing usage in handicraft villages is low. Thus, there is no last framework developed on the topic within the existing studies. This study aims to contribute to further topic for the sustainable development in the research field, it indicated the important of digital marketing nowadays. Moreover, it provides the insight knowledge for the next researches about the challenges for handicraft villages.

15 Further Research

Although, digital marketing in handicraft villages has fulfill research, there is still unexplored sections within the study that could be examined. Digital marketing for handicraft villages can be beneficial topic for the social sustainability development of the country. Therefore, this research may be considered as further primary data for other research with larger sample to achieve the better findings.

What is more, in the study, the author has indicated the application, strategy of tool and channels based on the human or customer's behavior but it is not clear that how the target is formed and why the segment has given by the professionals is a positive example. Further research can dig deeper in the reason of segment and target of customers for tourism or how tourist behave in the Internet.

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LIST OF ADDREVIATIONS

VCCI: Vietnam Chamber of Commerce and Industry,

Q: Quantity

SEO: Search Engine Optimized

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- College/University
- Post-graduation

4. Number of employees in your business:.....

5. Income per labor: (VND)

- <1 million
- 1-2 million
- 2-5 million
- >5 million

6. The source of outcome: (You can choose more than one)

- Local
- National
- International

PART B: The readiness level for e-marketing adoption

B1: The usage of technology

1. Does your household contain a computer?

- Yes
- No

2. If yes, do you use the Internet?

- Yes
- No

3. What kind of Internet that you are using?

- ADSL
- Wireless

4. Do you apply Internet for your business?

- Yes
- No

5. What do you usually do in the Internet?

- Doing business with customers or suppliers
- Personal purpose
- Internal communication

6. Number of employees that doing business on Internet in your business:.....

7. If you are using the Internet for doing business. With the current staffs, are there any training activities to enhance the labor?

- No training
- On-site training
- Cooperation training
- Open classes

8. What kind of software that you are using for your business?.....

B2: The understanding of the Internet

9. Do you have a website for your business?

- Having website
- Not having one
- Going to have one

10. Are you going to join the e-marketplace in the future?

- Yes
- No

11. What level of efficiency do you think if you were applying the Internet for doing your business?

- Low
- Moderate
- Good

12. What digital method do you use in your business? (Choose widely)

- Social networks
- Mobile apps
- SMS/email
- Electronic journal
- SEO/websites
- No advertising

13. In your business, how do you place an order? (Choose wisely)

- Telephone
- Fax
- Email
- Website
- Directly

14. In your business, how do you receive an order? (Choose wisely)

- Telephone
- Fax
- Email
- Website

B3. The effectiveness of digital marketing adoption

As your evaluation from the scale from 1-5 (*1: not efficient at all 5: very efficient*) how to grade the efficiency of applying digital marketing for tourism (Answer question 15-17)

15. Expanding channel for customer communication:

16. Promoting the image of establishing:

17. Reducing business expenses:

18. During the time of using e-marketing, how is the trend of your revenue?

- Increase
- Decrease
- Unchange

19. Which is the barrier leading to the low level of e-marketing adoption in your business? (Choose wisely)

- In adequate infrastructure (computer, internet connection)
- Human resources' failure to meet the requirements
- High expenses as compared with efficiency
- Small business scale
- Unreliable online transaction
- Customers' unfamiliarity with online transaction
- Others:.....

20. The listed criterions below giving the role of digital marketing on tourism. In which level do you agree? *Note: Likert scale: 1 (Strongly disagree); 2 (Disagree), 3 (Uncertain), 4 (Agree), 5 (Strongly agree)*

Criterion	1	2	3	4	5
1. E-marketing is very important	o	o	o	o	o
2. Provide market information	o	o	o	o	o
3. Facilitate faster communication with customers	o	o	o	o	o
4. Help to understand the needs and habits of customers	o	o	o	o	o
5. Help to expand market worldwide	o	o	o	o	o
6. Reduce communication costs	o	o	o	o	o
7. Reduce marketing costs	o	o	o	o	o

B4: The needs of handicraft businesses about consultancy

21. Do you want to join a training course to enhance the ability to access the tourism market in e-marketing?

Yes Not now but yes in the future No

22. What is your expectation in the course?.....

THANK YOU SO MUCH