



School of Management – Tourism Management Group

TOURISM MANAGEMENT SEMINAR

We are pleased to present the following seminar in our 2013 series:

Lan Nguyen & My Tran

Tourism Management, School of Management, Victoria University of Wellington

Tourism Research in Vietnam: Inter-Destination Marketing/Tourism and Migration

Wednesday 23rd October 2013, 12:30 - 13:30, followed by coffee
Rutherford House, 23 Lambton Quay, Level 12, Boardroom

Lan Nguyen and My Tran are currently studying towards their Master's degree in tourism management and will be presenting some preliminary results of their respective thesis topics.

The South Central Coast (SCC) is one of the seven tourism zones in Vietnam. The region has great potential for tourism development, especially for marine and cultural tourism. However, the region's tourism development is evaluated to not yet match its potential. One reason contributes to this limitation is the lack of effective destination marketing done by SCC provinces which share many similarities in tourism resources. Lan's research explores the destination marketing context of local destinations in a regional context and investigates the destination marketing relationships between provinces in a region through joint marketing activities.

My's Master's thesis is primarily concerned with tourism and migration. Using a case study approach, her focus is on travelling professional workers in Da Nang, the biggest city on the South Central Coast of Vietnam. In order to explore the relationship between their intra-national travel behaviour and their familiarisation with the new home, My examines their intra-national travel motivations, patterns and experiences using a qualitative research approach.

For more information, please email tourism@vuw.ac.nz