Some marketing solutions for tourism development in Nghe An Province

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11. Summary of the findings of the thesis:

The research has the following objectives:

- Review previous studies and literature of marketing for local development and marketing for tourism development.


- Propose recommendations of solutions to enhance marketing effectiveness for tourism development in Nghe An by 2020.

12. Practical application:

The study evaluates tourism marketing activities in Nghe An between 2005 and 2013. The study analyses socio-economic development of Nghe An, its tourism development potentials, and impacts of tourism on Nghe An’s socio-economic development.

The study also conducts SWOT analysis for tourism development in Nghe An in order to find out advantages, disadvantages and limitations of tourism development in Nghe An. Based in the evaluation, the study proposes recommendations with solutions to enhance marketing effectiveness for tourism development in Nghe An by 2020.