

**C**ustomers of tour operators are those who consume products and services supplied by them. They include tour program buyers, lessees of hotels and transport means, customers of restaurants, visitors of recreation centers...Customers' spending has direct effect on tour operators, playing a key role in existence and development of each operators as well as local and national tourism themselves. Thus, tour operators always have to make their services perfect and suitable to ever-changing tastes of customers with higher and higher quality. This will increase the number of tourists unceasingly and profits of each units

activities of enterprises and state agencies for economic management has crucial meaning. It is considered as one of decisive tools to manage and direct the economy, industries and businesses. To do this, the establishment have to build a system of economic targets, statistics and analysis forms, initial vouchers used as statistical base for necessary economic activities.

However, VN's tourism and statistics industry did not yet pay special interests to the statistics and analysis task in this golden egg laying industry. Or if they did it, they only did cursorily and did not yet accord international practice. They did not meet prerequisites for planning economic policies when the centrally-planned economy was changed to market economy. Tourism is an industry confronting keen competition on the world scale. In the past Vietnam's Bureau of Statistics issued decision No. 30/TCTK/QĐ on system of statistics forms used in state-owned enterprises such as reports on number and nationality of tourists, receipts, network and capacity of using rooms, workers and their income.

These forms were not systematic, defective, cursory, and did not yet reflect properly basic and necessary targets in each kind of business. As a

VN's tourism could take no measures to attract more visitors. Therefore, the number of tourists coming to Vietnam was limited, or foreign travellers couldn't set their foot on Vietnam again because VN's tour operators did not yet understand them well and satisfy their expectation.

#### ...TO THE NEW SITUATION

According to the world's experience in tour package operating, analysis and statistics reports of the countries in the Asia Pacific region and VN's current condition, VN tourism should have systematic statistics-analysis forms from travel companies level to the industry one as follows:

**1. The number of international visitors rated by their home countries in a period of several years.**

The aim of this form is to investigate number and ratio of tourists from different countries in some years (usually in five years). The change of these figures represents favorable and difficult factors in these markets such as the government's complaisance, economic growth or recession, employment and unemployment...Living in various countries, tourists have unsimilar preferences which should be properly served by tour operators.

**2. The number of int'l visitors sorted by their nationalities in years.**

In the world there are a lot of people living abroad such as Vietnamese in America, France..., Japanese in Australia, Germany...Thus, in spite of residing in the same country, but with different nationalities, they can have different demand and tastes. As a result statistics and analysis should be done in accordance with both nationality and home country to find out their changes in years.

**3. The number of int'l visitors classified by transport means in years**

Tourists can use various transport means to come to VN or travel in the country. The increase in the number of transport means is a decisive factor in the number of tourists and income growth of the tourism.

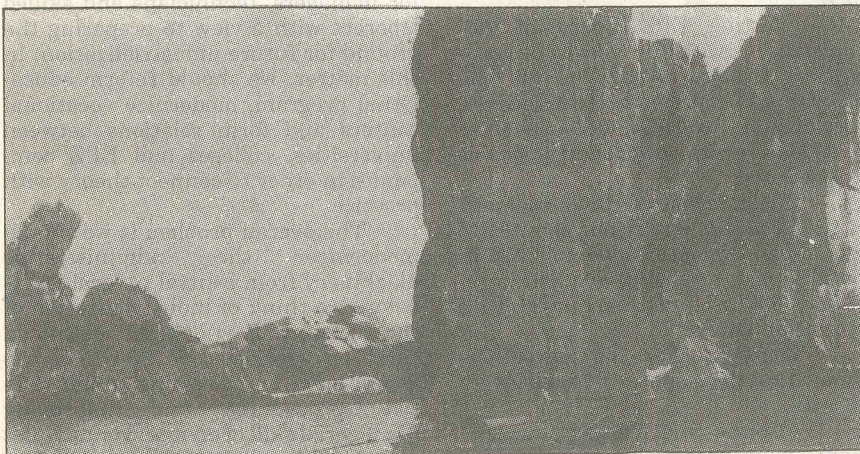
This analysis is necessary because it helps tour operators forecast whether the number of travellers received in future is compatible with seats of the carriers' capacity.

**4. The monthly int'l visitors in years**

Tour business has seasonal feature if based on demand and supply rule. The number of travellers depends on their holidays, time of getting salary and bonus, summer vacation...Therefore the number of tourists is not equally distributed in months. Tour operators should make this analysis and statistics to meet travellers'

## ANALYSIS OF INTERNATIONAL VISITORS AND REVENUE OF VIETNAM'S TOURISM

By NGUYỄN VĂN HÓA



and the country.

#### FROM THE PAST

The task of statistics and analysis in business

result of this, superior bodies could not evaluate fully companies' performance and lack foundation to set out economic policies for the locality and the country.

With contents of those reports,



demand in accordance with the number of tourists they receive, exploit effectively their properties, materials, capital and labor source. Moreover they can take some measures to draw travellers in the soft seasons.

**5. The number of days tourists spend in their tours and its average of each country.**

The number of days tourists spend in their tour is in direct ratio with the total money they spend in the destination country or tourist companies. Its average demonstrates attracting tendency of tourist services owing to their renovation, diversification, high quality.

This average number is analysed to see the fitness of tourist services for various foreign markets. The statistics and analysis forms are carried out with such figures as the average number of days tourists spend in some years which is sorted by each market, the number of days int'l travellers spend in years and its average.

**6. Int'l tourist receipts sorted by nationalities in years.**

Spending power of foreign visitors is different and changeable in years according to their per capita national income, consuming habits, tourist spending share... Besides tourist receipts in Vietnam also depend on VN's products fitness for tourists' expectation. By this statistics, we can see the average of tourist receipts sorted by nationality and the average receipt from a tourist per day and therefore we can determine the main tourist market or the promising market we should enter.

**7. Int'l tourist receipts sorted by nationality, average of days travellers spend, average spending level of years**

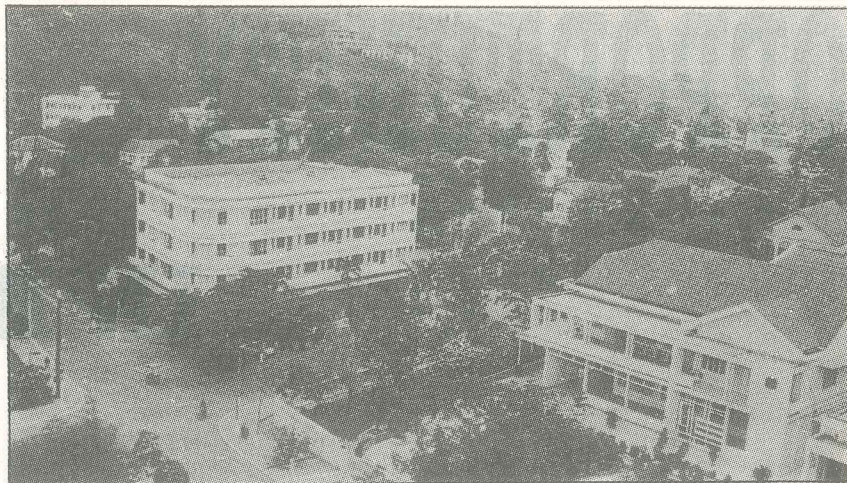
Tourist spending is expenditure symbolized in currency for enjoying services and goods such as accommodation, food, transport, tour guidance... These receipts show tour operators' capability to settle financial issues, their product fitness for tourist demand, their help to consume products...

Tourism industry of every country wishes to raise the average of days travellers spend and average receipt per tourist.

**8. Spending component of int'l tourists in years.**

Tourist expenditure includes many parts in many various services, each of these services has different prices. Ratio changes of each services help us know tourists' tastes, compare tourists' spending component between VN with other countries so as to meet more demand of tourists.

**9. Revenue component sorted by kind of service**



Services in tourism industry comprise supplying accommodation, food and transport, guiding, buying goods and supplementary services. Each kind of service has factors making revenue such as: depreciation, management and labor cost, sales tax, funds for tourism development and profit.

This analysis helps us identify amount of necessary goods to import or give order to home manufacturers, see high or low efficiency of each services and make proper policies.

**10. Detailed statistics-analysis forms of received int'l visitors.**

For tourism industry and tour operators, it is crucial to evaluate tourists in the following details:

- The number of visitors arranged in localities of each countries.

Because each locality has different living standard and common taste, this analysis helps tour operators open transaction offices or keep in touch with tour operators in the locality.

- The number of int'l visitors to come again in years.

This figure contributes to entrepreneurs' tour programs making and introducing, skill training, evaluation of prestigious products in markets and tourists' faith.

- The number of int'l travellers according to way of organizing trips.

There are two ways of organizing trips according

to individual or group. By this statistics, business people have different policies, reception and services suitable for each way.

- The number of int'l visitors arranged in gender in years.

- The number of int'l visitors sorted by trip target.

According to the World Tourism Organization, trip targets include rest, recreation, visiting friends and relatives, business, health care, religion and other. The trip target will decide the way of organizing compatible services.

- The number of int'l visitors rated by ages.

It should be rated by age groups such as below 15, 15-24, 25-34, 35-44, 45-54, 55-64, and over 65. Tour operators should make best use of these figures to satisfy each age group.

- The number of int'l visitors classified by occupation.

It should be classified into such groups as administration, trade, service, agriculture, industry, military-diplomacy, student, retirement and other. Tour operators by this statistics should take appropriate measures to draw visitors in accordance with their careers.

- The number of int'l visitors sorted by tourist organizations such as tour operators, tour agencies, airlines, associations, enterprises.

- The number of int'l visitors impacted by such advertisements from guidebooks, tour guides, newspapers, magazines, tourist publication, relatives. This makes tour operators should take advantages of media and advertisement.

- The number of int'l visitors sorted by kinds of accommodation such as hotels, relatives' houses, guest houses, and other.

In short to attract more and more tourists, tour operators should have enough systematic and valuable information for their policies and plans ♣