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THE STATUS AND SOLUTIONS TO IMPROVE INTERNATIONAL TRAVEL BUSINESS MANAGEMENT IN HANOI CITY – A MULTI-DISCIPLINARY LINKS APPROACH

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Managing the international travel business in Hanoi city - a multi-disciplinary links approach is a relatively new issue. Over the past time, management of the international travel business in Hanoi city-a multi-disciplinary links approach has revealed many obstacles to the international travel business in particular, tourism development of Hanoi in general. The paper clarifies some of the basic theoretical issues of multi-disciplinary co-operation in international travel business and the management of international travel by multi-disciplinary links approach, using primary and secondary data. Secondary data are used to assess the status of international travel management in accordance with the multi-disciplinary links approach in Hanoi. Based on that, the author proposes some solutions to improve the management of international travel according to the multi-disciplinary links approach in Hanoi, contributing to the development of Hanoi tourism in general, international travel in particular.

Key words: management; international travel; multi-disciplinary links

1. Some basic theoretical issues of international travel business management in terms of multi-disciplinary links approach and research methodology

1.1. Some basic theoretical issues

1.1.1. Multi-disciplinary links in the international travel business

Concept of multi-disciplinary links in the international travel business

Multi-disciplinary links in the international travel business are essentially economic links. The resources of each economic unit are finite under certain conditions. For development, economic units rely not only on their resources, but also on the use of resources by business other units. The main resources of economic units are human resources, financial resources and technical facilities. This alignment helps stakeholders maximize existing resources, including internal and external resources, for the development of international travel.

In the world, many authors have investigated this issue. Greespan A. (2012) has studied the conditions and components of the global economy, the global trading system, and the economic integration in OECD countries in "Global Economic Intergration: Opportunities. and Challeges"; Jovanovic M. (1992) - "International Economic Intergration" has referred to models and components of economic integration, barriers and measurement of economic linkages; McCarthy D.M. (2012) - "International Economic Intergration in Historical Perspective" has studied in depth the associations, the link crisis, the problem of linking customers; McDonald F. & Dearden S. (2005) - "European Economic Intergration", Robson P. (2012) - "Economic Intergration in Africa" has concentrated on the EU and Africa where economic development has emerged as an emerging economic problem, whereby authors have a real appreciation of the area of study.

In addition, author Xavier Font (2006) in the book *"Business Strategy and the Environment"*, volume 17, addresses the basic content of supply chain tourism, evaluating the role of travel companies, suggesting policies to travel businesses in recognizing the responsibility of service providers to sustainably manage supply chains in tourism; Xinyan Zhang a, Haiyan Song a, George Q.Huang (2008) - *"Tourism industry: a new research agenda"* has shown that links in the tourism industry not only bring about potential benefits for all parts of the supply chain, but also bring about potential benefits to the value chain of tourism; MilosavNoršević (2010) - *"Supply Chain Management in Tourism"* has studied theoretical and practical issues of supply chain linkages in tourism. He has indicated the components and impact factors of the supply chain of tourism services. He has also distinguished between the supply chain of tourism services and the supply chain of conventional goods.

In Vietnam, the research on economic linkages in the theoretical perspective is still limited, especially the theoretical research on multi-sectoral links in the field of tourism. Le Xuan Ba (2003) with the article *"On economic integration in Vietnam today"* has mentioned the concept of economic linkage, the benefits of economic linkages, the current situation in Vietnam, from which to evaluate and propose ideas to promote the form of economic integration in Vietnam in the coming time; DinhTrongThinh, Nguyen Minh Phong (2007) - *"Vietnamese enterprises cooperated and integrated in the integration"* has systematized the contents and forms of cooperation of enterprises and economic sectors in the period of change. These are the main direction and measures to enhance the cooperation and economic linkages of enterprises and economic sectors in line with the trend of accelerating the renovation and international economic integration. At the same time, they have reviewed and introduced some international experiences in economic cooperation and cooperation of Japanese, Chinese enterprises and some other countries in the region; Duong Ba Phuong (1993) - *"The issue of economic linkages between production and trade in the transition to a market economy"* has clarified the formation and development of economic linkages. It is the process of specialization that makes the process of reproducing the society more and more fragmented into many

stages, stages and different producers who have dedicated themselves on some work, some products, form stable and long-lasting relationships with one another; Do Thi Dong (2011) - *"Value chain analysis and link organization of export garment enterprises in Vietnam"* has shown that the nature of economic linkage is the form of cooperation and coordination. Enterprises take measures to promote business activities in a way that is conducive to businesses by taking advantage of the potential or strengths of stakeholders. Linkages are implemented to promote the strengths and overcome weaknesses of enterprises.

Author Michael Hugos (2010) - *"Supply Chain Management Essentials"* has examined the basic theoretical issues of supply chain linkage, location identification, and the contribution of a business to supply chain; ways to adjust the supply chain so that it is compatible with the business strategy of the business; To Uyen (2004) - *"Link chain... - new competitiveness!"* has clarified the content of linking, responsibilities of members, regulations on determining customers, mechanisms to determine who price appropriate commodity sharing, technology transfer... to ensure the interests of the members in the chain on the basis of the members must commit to implement the contract, commitment to the implementation of the chain criteria, commitment not to recruit each other to limit the shift of labor, production stability...

Domestic and foreign studies have not fundamentally clarified the concept of multi-sectoral linkages. However, from the different perspectives on economic linkages mentioned above, it is possible to understand *Multi-disciplinary links as a combination and an integration of the efforts of the members of the sector and other sectors and different groups to make the activities more coherent in order to achieve an effective and sustainable outcome.*

As such, the multi-disciplinary links in the international travel business are the synergy between the international travel business and tourism service suppliers, businesses and organizations in the relevant sectors to link international travel business and promote development in the most effective way.

The essence of multi-disciplinary links in the international travel business

The nature of multi-sectoral link in the international travel business is the process of socialization in

terms of economic and social production to meet the needs of international travel business. The development of multi-sectoral linkages has the effect of making the production force more and more concentrated, making tourism and related economic sectors more and more connected. They are closer to one another, closer to each other, in order to better meet the needs of tourists in general and international tourists in particular and bring benefits to the participants.

Characteristics of multi-disciplinary links in the international travel business

The *multi-disciplinary links* in the international travel business have the basic characteristics of economic linkage: (1) Linking time: often done throughout before, during and after the end of the consumption of tourist services. Multi-sectoral cooperation in the international travel business should be maintained regularly, continuously and in the long term in order to benefit the stakeholders. (2) Regarding interconnected space: can be confined within the scope of a tourism destination, can also be extended inter-regional, international depending on the participants and the scope of tourism activities. In general, inter-disciplinary space is often specified depending on the space of particular international tourism activities. (3) On the form of linkage: different forms, depending on the characteristics of the tourism product, position and role of each party in the tourism supply chain. (4) Concerning the content of linkage: multi-branch link in the international travel business rich and diverse in content due to the richness and diversity of tourism activities in general and international travel business in particular.

1.1.2. Managing international travel in a multi-disciplinary links approach

Based on the concept of governance and multi-sectoral links in the international travel business, it is possible to understand *the management of international travel in a multi-disciplinary links approach that is continuous, with the aim of the management of employees in the international travel business in order to best utilize all potential and opportunities to associate international travel business and promote to work in the most effective manner on the basis of complying with laws and social norms.*

The basic content of international travel management follows a multi-disciplinary links approach including planning, organizing, leading and control-

ling international travel in a multi-sectoral links approach.

a. Planning international travel business in a multi-disciplinary links approach

Planning is the first content of international travel management in a multi-disciplinary links approach. Firstly, international travel businesses need to analyze and evaluate the current state of international travel businesses in a multi-sectoral links approach. It then analyzes the impacts of the external business environment on international travel businesses through a multi-sectoral links approach. Finally, international travel businesses need to identify the objective of international travel businesses through a multi-sectoral links approach and select strategic options to achieve their chosen objectives.

b. Organizing and leading the international travel businesses in a multi-disciplinary links approach

Organizing international travel activities in a multi-sectoral links approach, including: defining organizational structure; Identify the internal and external relationship of the business in the process of international travel by multi-sectoral links approach; Organizing resources for conducting international travel in a multi-sectoral links approach.

Leading of international travel activities according to the multi-disciplinary links approach: managers of international travel enterprises should influence, guide and persuade the sections and individuals in the enterprise to perform well their functions and tasks in the process of international tour operation.

c. Controlling of international travel business in a multi-disciplinary links approach

This is the inspection and supervision of the process of conducting international travel business which focuses mainly on controlling the business process of tourism program of the enterprise on the basis of control of all activities internally. At the same time, it controls multilateral linkages in the international travel business or, in essence, controls issues related to the components of the international tourism supply chain. It is especially important to control the supply of products/services by suppliers. Control of international travel business by inter-disciplinary links approach should take place on a continuous basis so that errors and shortcomings can be detected in time, as well as unexpected emergencies. Supplier of prod-

ucts and services for customers. Based on that, tour operators as well as partners providing products and services actively coordinate to make adjustments and timely remedies to minimize damage and best meet the needs of international tourists. [2]

1.2. Research Methods

The article uses dialectical materialism and historical materialism to clarify the nature of the research object, to analyze the dialectical relationship between the management of international travel business in a multi-sectorallinks approach and factors affecting the international travel business in Hanoi. Research issues are approached primarily from the perspective of business management, especially the management of international travel by travel companies and Hanoi as a destination for research.

Data collection methods

For secondary data: Secondary data are used to study, construct theoretical framework for the article. The process of collecting and analyzing secondary data consists of the following steps: Identification of information needed for research management of international travel in a multi-sectorallinks approach in Hanoi; Learn the data sources; Collect information; Check and evaluate data collected; Collect and analyze data collected according to defined objectives.

For primary data: The primary data collection through the survey is the state management of tourism, international tourists, international travel enterprises in Hanoi. They are implemented in the first months of 2016. The author focused on three groups of subjects: government officials at all levels in tourism (143 valid votes), international travel companies (564 votes from inbound visitors in Hanoi (415 valid votes) as they are the main components involved in management of

international travel by the multi-sectorallinks approach in Hanoi.

Data processing methods

For secondary data: Data collected from different sources are categorized, tested for accuracy, relevance and timeliness. The data are collated, compared to ensure consistency, ensure reliability when analyzing. Collect and analyze data collected according to defined objectives.

For primary data: use Excel software to synthesize and analyze primary data collected.

2. The status of international travel business management in Hanoi city over the past time - a multi-disciplinary links approach

2.1. Overview of international travel in Hanoi

The number and structure of international tour operators in Hanoi

Hanoi is the country with the most international tour operators (accounting for 42.87% of the total number of international tour operators nationwide), contributing positively to the development of international travel in particular and the development of capital tourism and the country in general (Please see Table 1).

Basically, the structure of international travel businesses in Table 1 helps to stabilize and develop international travel business in Hanoi.

The results of international travel business in Hanoi last time

In the recent time, the tourism industry of the capital has continuously improved the efficiency of management and development of unique tourism products, quality and competitiveness such as tourism, cultural and historical monuments, handicrafts, festival travel, tourism conferences, seminars... to attract and meet the needs of international tourists.

Table 1: The structure of international tour operators in Hanoi and the whole country by 2016

Type of business enterprises	Hanoi	Whole country	Proportion (%)
Joint Stock Company	344	690	49.86
Limited Company	313	839	37.31
Private Enterprise	0	9	00.00
Joint Venture	4	7	57.14
Total	661	1,545	42.78

(Source: Authors' compilation from data of Vietnam National Administration of Tourism and Hanoi Tourism Department).

The inbound travel market of international travel businesses in Hanoi comes from more than 160 countries and territories, including leading markets including China, Korea, Japan, USA and Taiwan, Cambodia, Malaysia, Australia, Thailand, France, Singapore, Russia, England, Laos, Canada. In the period of 2010 - 2015, despite the difficulties caused by the economic recession, the number of international tourists to the capital still impressive with an average increase of more than 10%, accounting for 40% compared with country. In 2016, Hanoi tourism welcomed 4 million international visitors, up 22.6% compared with 2015, domestic tourists reached 18 million, increasing 8.4% over the same period in 2015. Year 2017, international visitors to Hanoi reached 4.95 million, up 23.75% over the same period of 2016; Domestic visitors reached 23.83 million, up 8.32% over the same period of 2016 [1] (please see Table 2).

The growth of international tourists is the driving force of international travel businesses in Hanoi. In 2017, international visitors to Hanoi will stay at 3.533 million, an increase of 22% compared to 2016 and exceed 15% of the plan.

The occupancy rate of accommodation establishments in Hanoi is quite high, reaching 55-60% in recent years and 68% in 2014. The system of high-class hotels, with an average capacity of 55 - 65%.

In addition to the growth in tourist arrivals, rev-

enue from tourism in Hanoi also has remarkable growth steps, contributing to the overall socio-economic development of the city. According to a report from the Hanoi Tourism Department, the revenue from tourism in Hanoi has relatively stable growth and high compared to other provinces and cities across the country, the average annual increase from 16-18 %/year. In 2013, revenue from tourism in Hanoi reached VND 38,500 billion, up 20.31% compared to 2012. In 2014 tourism revenue of Hanoi reached 48,000 billion. In 2015, revenue from tourism in Hanoi reached 55,539 billion, up 11.4% compared with 2014. In 2016, revenue from tourism in Hanoi reached 62,000 billion, up 13% compared to 2015. Level the average price of international tourists to Hanoi is 92 USD/day and domestic tourists is 48.73 USD/day. In 2017, revenue from tourism in Hanoi reached VND 70,958 billion, up 15% compared to 2016, exceeding 6.7% over the plan.

2.2. The status of international travel business management in Hanoi city - the multi-disciplinary links approach

2.2.1. The status of international travel business planning in Hanoi city - the multi - disciplinary links approach

The survey of international travel enterprises in Hanoi showed that enterprises have paid attention to the preparation of international travel business resources, especially human resources and finance. However, in practice, small and medium enterprises

Table 2: The situation of tourists in Hanoi area from 2013 to 2017

Targets	Units	2013	2014	2015	2016	2017
Total	A thousand times	16,578.7	18,500	19,790	22,000	23,830
Inbound	A thousand times	2,580.9	3,000	3,360	4,000	4,950
Proportion	%	15.6	16.2	16.8	18.2	20.8
Domestic	A thousand times	13,997.8	15,500	16,430	18,000	18,880
Proportion	%	84.4	83.8	83.3	81.8	79.2

(Source: Authors' compilation from Hanoi Department of Tourism data)

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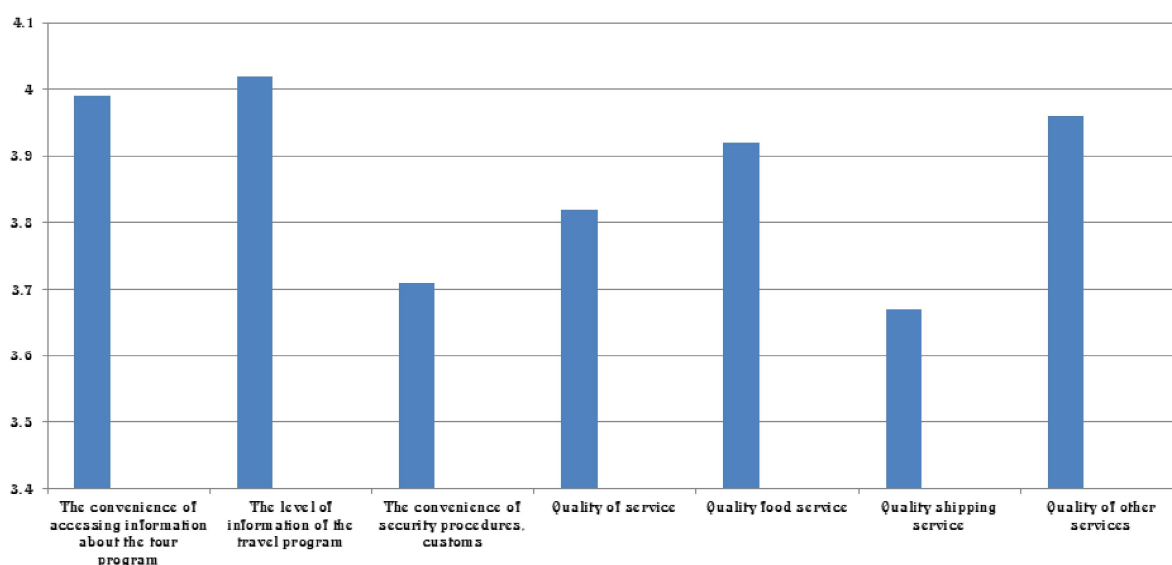
100 people (large scale). Of which, 19.6% of enterprises have 10 or fewer workers (micro scale). This greatly affects the ability to manage and operate the business, employee overwork or lack of regular attendance at businesses, especially during peak periods, main tourism. In terms of capital size, only 7.6% of enterprises have capital of over 50 billion VND (large scale), the remaining 92.4% of enterprises have small and medium capital, especially 26.9%. % of enterprises with capital scale of less than 1 billion (micro scale). As such, the majority of international travel firms in Hanoi have small and medium capital, which greatly affects the ability of businesses to operate.

According to the survey of inbound visitors in Hanoi, the majority of visitors value the quality of services related to their trip, however, the quality of transport services, accommodation services and the convenience of security procedures and customs are rated by the average visitor, with scores of 3.67, 3.82, and 3.71, respectively, requiring further attention, tourism sectors and businesses to improve service quality and convenience for tourists when traveling... The results of visitors assessment of the quality of related services in Hanoi is shown in Figure 1 (please see Figure 1):

The information obtained from the survey of executives of some travel agents also shows that international travel firms are interested in identifying partner networks and establishing relationships with partners to create favorable conditions for business activities of enterprises and meet the needs of tourists. Businesses often form partnerships across geographical areas, according to the service group to ensure inputs for international travel business. At the same time, the diversification of business partners also helps the travel business to diversify services and increase revenue from tourists. In particular, international travel companies are interested in major partners such as: airlines; hotels, resorts; famous restaurants; travel companies... to ensure the favorable inputs for business activities of travel businesses and meet the needs of international tourists in Hanoi.

2.2.2. The status of organizing and leading the international travel business in Hanoi city - the multi-disciplinary links approach

Actual travel business in general and international travel business in particular show that in order to operate enterprises and perform their functions and roles, international travel businesses should ensure the structure. The organization of the business must have at



(Source: Authors' Survey)

Figure 1. Inbound guest reviews for quality related services

least three divisions, namely the marketing department, the executive department and the guidance department as these are the three basic business units of the travel business. Through surveys, the international travel businesses in Hanoi all ensure the structure of this professional division. The guidance of international travel activities of enterprises in the multi-sectoral linkages was also initially paid attention by forming the linkage mechanism and ensuring the implementation of the associated contents. It is a multi-disciplinary international travel business to best meet the needs of international travelers in Hanoi, while maximizing the benefits for all stakeholders.

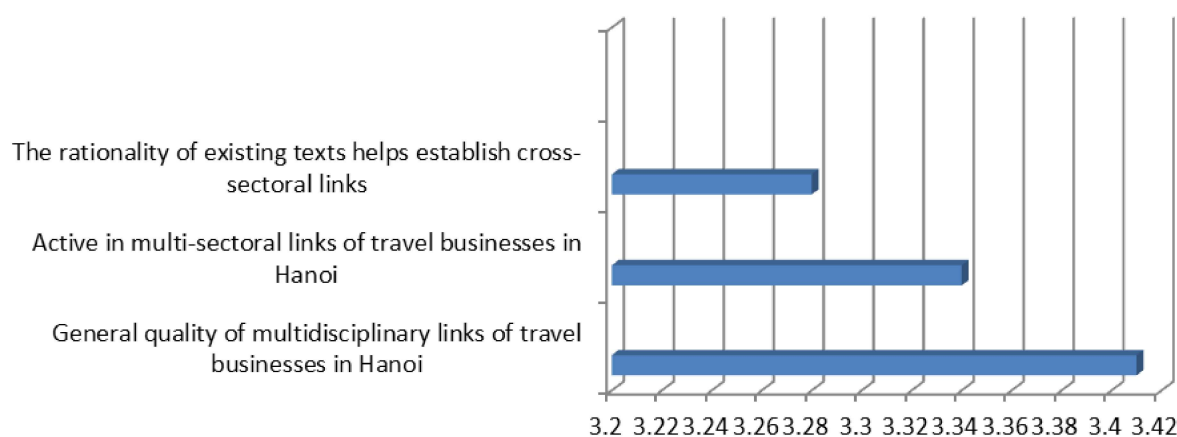
The assessment of tourism managers on multi-sectoral linkages in international travel management is shown in Figure 2 (please see Figure 2):

As shown in Figure 2, tourism managers assessed relatively good overall quality of multisectoral links in international travel management in Hanoi with 3.41 points. Tourism administrators, however, underestimated the validity of existing documents, which helped to establish interdisciplinary and cross-sectoral links in international travel governance with 3.28 points. This fact shows that in institutional terms, many shortcomings affect the international travel business in general and the multi-sectoral cooperation in the international travel business in Hanoi in particular must be carved and improved in the coming time.

The results of the assessment of international travel enterprises in Hanoi on the quality of linking enterprises in the management of international travel activities according to the multi-sectoral links approach showed that: associated with the catering business at the lowest level (3.19 points), quality links with the police, customs second lowest (3.21 points) and the quality associated with the place in ensuring low security, third (with 3.29 points). In the opposite direction, businesses value higher quality associated with carriers (3.81 points), quality associated with resident business units (3.69 points) and quality associated with Travel agencies send customers (3.65 points).

Although this score has reached a good level on the 5 scale, the reality is that many firms value the quality associated with their counterparts at a low level, showing lack of commitment, lack of stability in ensuring the inputs of the business process as well as ensuring the conditions for the implementation of the tourism program to meet the needs of customers.

According to survey results for international travel enterprises in Hanoi, large enterprises are quite active in establishing multi-sectoral links, especially establishing relationships, comprehensive cooperation partners, strategic partnerships... with many suppliers, specialized organizations, even national and local tourism authorities in the destination. This gives the business the ability to operate, stabilize and diversify the input sources of the business process,



(Source: Authors' Survey)

Figure 2: Evaluation results of tourism managers on multi-sectoral cooperation in international travel business management in Hanoi.

thus bringing a great competitive advantage to the travel business and clear travelers, and the partners of the large travel business also gain many benefits. The survey results show that the number of enterprises with regular network of 500 or more units accounts for 1.2%. These are mainly large international travel enterprises. Typical of them include Viettravel Hanoi, which has 2,460 aviation partners, restaurants and hotels inside and outside the country; there are 5,875 tourism programs; serving over 600,000 visitors a year with turnover of VND 4,250 billion affirming the leading position in the market [3]. Meanwhile, the majority of international travel firms in Hanoi are small and micro-sized, quite passive in choosing their business partners; The network of business partners is quite limited and relationships with partners are usually quite loose; They themselves are not strong enough to influence or pressure their partners, but they are adversely affected by bargaining power of suppliers in the international travel business. Survey results show that enterprises with less than 100 regular business partners account for 47.2% and between 100 and 500 partners account for 51.6%. For example, Hoang Viet Company, Sunvina Travel Company, Ha Noi Tourism Company, Saigontour Company... only from several dozen to several hundred regular partners to provide input services for businesses.

The limitation in setting up a business partner network is one of the main reasons leading to limitations in the development of tourism programs and the development of new tourism programs. According to the survey, 86.1% of enterprises have less than 100 tourism programs, 13.2% of those with 100-500 programs and only 0.7% of enterprises have 500 travel programs. Large international travel firms are also leading the way in the number of new tourism programs launched every year (over 30 new tourism programs annually, accounting for 0.8% of businesses). Meanwhile, the majority of small and medium enterprises have less than 30 new tourism programs every year, even 92.5% of businesses have less than 10 new travel programs are put into business annually... Article This affects the ability to attract and meet the needs of tourists in general, inbound customers in particular of enterprises in Hanoi. The large international travel enterprises in Hanoi also show their social responsibility

through the implementation of tax obligations, taking care of the lives of the workers, contributing to the activities of gratitude meaning, support the poor.

2.2.3. The status of controlling international travel business in Hanoi city - the multi - disciplinary links approach

Through a survey of executives of a number of international travel firms in Hanoi, author found that transactions between tour operators and key service providers were based on Prestige prestige and mutual trust in business. Tourism operators' control over the quality of service provided by tour operators is often through guides and visitor feedback information. Lax control and the less constrained relationship between the travel company in general and the supplier may contain many risks in the international travel business, requiring parties to take measures more effective way to control the relationship in order to maximize the benefits for the parties involved in the management of international travel by the multi-sectoral linkages in Hanoi, including the national tourist travel agencies, individual service providers, administrations and local people.

According to the survey of international travel enterprises in Hanoi, the quality of dealing with unexpected problems with the hamlet partners was well evaluated with an average score of 3.39 points. However, 13.4% of respondents said that this indicator was poor. This is the limitation of the inspection, supervision and adjustment of international travel in accordance with the multi-sectoral links approach of international travel companies in Hanoi over the past time.

2.3. Conclusions

2.3.1. Successes and causes

Successes:

Over the past years, the management of international travel business by the multi-sectoral links approach in Hanoi has achieved the following major successes: (1) International travel enterprises in Hanoi have identified the objectives of international travel management in accordance with the multi-sectoral linkages is relatively appropriate to the situation of enterprises and the general objective of Hanoi Tourism set. (2) Preparation of basic resources for international travel management through a multi-sectoral links approach, with emphasis on human and financial

resources of the firm, based on good utilization of resources. Internal forces and the mobilization of external resources for the operation of enterprises in the process of achieving the objectives. (3) Diversified multi-sectoral links in international travel businesses in Hanoi. The content is also aligned with the content of international travel management by the multi-sectoral links approach in the area of Hanoi. (4) The organizational structure of the enterprise has been established to ensure the management of international travel in accordance with the multi-sectoral links approach in Hanoi based on the exploitation of high quality human resources inside and outside the business. (5) Utilization of basic mechanisms and policies at both the macro level and enterprise level to implement the management of international travel.

Cause of the success

To achieve success in the development of tourism in general in Hanoi and management of international travel activities in accordance with the multi-sectoral links approach in Hanoi in particular due to a number of reasons: (1) International travel firms have been aware of the importance of multi-disciplinary links in the management of international travel in Hanoi and in general competition. (2) State management of tourism has been directed by Hanoi People's Committee to improve and renovate step by step, such as enhancing the quality of tourism services, social security, ensuring the environment friendly and safe for tourists; The administrative procedures related to tourism business and tourism development have been step by step improved, creating more favorable conditions for tourists, business enterprises, tourism development investors. Departments and agencies involved in the management of international travel activities in accordance with the multi-sectoral links approach in Hanoi have implemented relatively well the direction of the Hanoi People's Committee on the development of tourism. Hanoi calendar in general and international travel business development in particular. (4) Awareness of the whole society about the role and significance of tourism development for socio-economic development in Hanoi has been improved. (5) The Party, State and Ministries are interested in promulgating policies and mechanisms to facilitate tourism in Vietnam in general and tourism in Hanoi in particular.

2.3.2. Limitations and reasons

Limitations

In addition to the successes, the management of international travel by the multi-sectoral links approach in Hanoi still has the following limitations: (1) Goals of international travel management follow multi-disciplinary links approach in Hanoi are general, not to mention specific objectives for participants in international travel and international tourism supply chain. (2) The resources for management of international travel by inter-disciplinary links approach are lacking and weak, causing difficulties for enterprises in the international travel business, difficulties in meeting the demands. The demand of inbound customers in Hanoi is not guaranteed. (3) International travel firms are not really interested in developing action plans to manage their international travel activities. (4) The linkages in the international travel business are rather loosely coupled, and multilateral relations are not so widespread. Instead, they are mainly bilateral relations. (5) Lack of mechanisms and tools for inspection and supervision during the administration of international travel management. (6) Linking with localities and connecting tour operators with suppliers to create attractive tourist destinations are not highly effective.

The cause of the limitations

There are a number of reasons for the limitations of international travel management in the context of a multi-sectoral links approach in Hanoi: (1) The majority of international travel firms in Hanoi are small and should be limited in terms of capacity, especially financial capacity and personnel, which make it difficult to manage the international travel business of the business in a multi-sectoral relationship. (2) The professionalism of some tourism enterprises is not high, the situation of breaking the contract, not fulfilling the commitment... still occurs, especially in the peak period, the main tourism, make the The multi-sectoral relationship in the management of international travel is relatively loose and does not create competitive strength in the tourism business, causing businesses and tourism to lose at home. (3) Hanoi has a comparative advantage of tourism resources, especially tourism resources, but the connectivity of destinations is limited so it is difficult to build tourism products. (4) Investment in resources for tourism development is low compared to the development of a key economic

sector. (5) Education and propaganda for local people to raise awareness about the benefits and the role of tourism, fostering the knowledge of trade civilization, tourism civilization, social... to create the behavior appropriate to the tourism activities have been implemented but the effect is not high. (6) Coordination and coordination among local ministries and sectors in tourism development is limited; land management, management of tourism planning in Hanoi to districts, wards, communes are still difficult.

3. A number of solutions to improve the management of international travel by the multi-sectoral approach in Hanoi in the coming time

In the near future, in order to perfect the management of international travel business by the multi-disciplinary links approach in Hanoi, contributing to the development of international travel business in particular and tourism development in Hanoi in general, the following major solutions should be synchronized:

Improving corporate governance in line with the multi-sectoral linkages in the international travel business

The analysis of the status of international travel management according to the multi-sectoral links approach in Hanoi shows that the level of investment and quality of this activity in enterprises is very low. In many international travel businesses in Hanoi, corporate governance relies more on the personal experience of the manager, but less on methods, strategies and plans. Foreign-owned enterprises often perform more effective and efficient management practices than other groups of enterprises. This poses an urgent need to improve and enhance the management capacity of international travel businesses in Hanoi. Some contents should be implemented such as: Complete the planning of international travel plans according to the multi-sectoral links approach; To perfect the organization and leadership of international travel in a multi-sectoral links approach; Improve and strengthen control of international travel by multi-sectoral links approach; Strengthening the application of information technology in the management of international travel.

Perfecting the cooperation and cooperation capabilities of international travel business enterprises

With its business characteristics, the relationship and cooperation play a particularly important role in the operation of international travel business. These rela-

tionships directly affect both input and output of the production process and thus greatly influence the management of the business as well as the quality of the product and the business performance of the business. In current business conditions, multi-sectoral relationships and cooperation are extremely valuable assets of international travel businesses. In spite of all the efforts, the links and cooperation of international travel companies in Hanoi with domestic and foreign partners are still quite loose and unstable. The partnership of many enterprises is still limited... In order to strengthen the linkage and cooperation of international travel businesses, contributing to improve the management of international travel by the multi-sectoral links approach. International tour operators in Hanoi should pay attention to the following issues: Develop and improve the relationship, cooperation, especially the partnership with suppliers; Strengthen relationships with tour operators; Develop relationships with source markets.

Perfecting and developing the human resources of the international travel business enterprises in Hanoi

With its characteristics, the international travel business is the field of using many live labor, direct labor. The quantity and quality of labor is a determining factor for any travel business. Therefore, for travel businesses, consolidation and development of human resources is considered a key task, often and in the long run. This is a prerequisite factor for the stable and long - term development as well as the competitiveness of the travel business. In the coming time, the international travel enterprises in Hanoi should focus on the following contents: Ensure sufficient quantity and stabilize the structure of human resources of enterprises; Improve the quality of human resources.

Some other solutions

In addition to the basic solutions mentioned above, international travel firms in Hanoi may consider applying some other solutions such as increasing the size of small and medium enterprises, especially small-scale enterprises, gradually forming larger enterprises on the market; intensifying market research activities; Selecting the appropriate target market; Promoting promotional activities; Diversifying the market.

Conclusion:

Managing the international travel industry through a multi-sectoral links approach in Hanoi is a very nec-

essary issue for the development of international travel businesses and tourism in the capital. International travel enterprises in Hanoi have long been aware of and are interested in linking corporate governance with multidisciplinary, multidisciplinary links to achieve the objectives of the business and maximize the benefits to the parties involved in the tourism supply chain.

The article has firstly outlined and clarified the basic theoretical issues of international travel management in a multi-sectoral links approach. At the same time, analyzing and evaluating the status of international travel management according to the multi-disciplinary links approach in Hanoi, pointing out advantages and causes, limitations and causes. Based on that, the paper proposes a number of feasible and feasible solutions and recommendations to improve the content of international travel business management in line with the multi-sectoral links approach in Hanoi.

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Summary

Quản trị hoạt động lữ hành quốc tế theo tiếp cận liên kết đa ngành trên địa bàn Hà Nội là một vấn đề khá mới mẻ. Thời gian qua, quản trị hoạt động lữ hành quốc tế theo tiếp cận liên kết đa ngành trên địa bàn Hà Nội bộc lộ nhiều tồn tại, hạn chế gây nhiều trở ngại cho kinh doanh lữ hành quốc tế nói riêng, phát triển du lịch Thủ đô nói chung. Bài viết làm rõ một số vấn đề lý luận cơ bản về liên kết đa ngành trong kinh doanh lữ hành quốc tế và quản trị hoạt động lữ hành quốc tế theo tiếp cận liên kết đa ngành, sử dụng kết hợp dữ liệu sơ cấp và dữ liệu thứ cấp để đánh giá thực trạng quản trị hoạt động lữ hành quốc tế theo tiếp cận liên kết đa ngành trên địa bàn Hà Nội. Trên cơ sở đó, đề xuất một số giải pháp hoàn thiện quản trị hoạt động lữ hành quốc tế theo tiếp cận liên kết đa ngành trên địa bàn Hà Nội, góp phần phát triển du lịch Hà Nội nói chung, phát triển hoạt động lữ hành quốc tế nói riêng.

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