

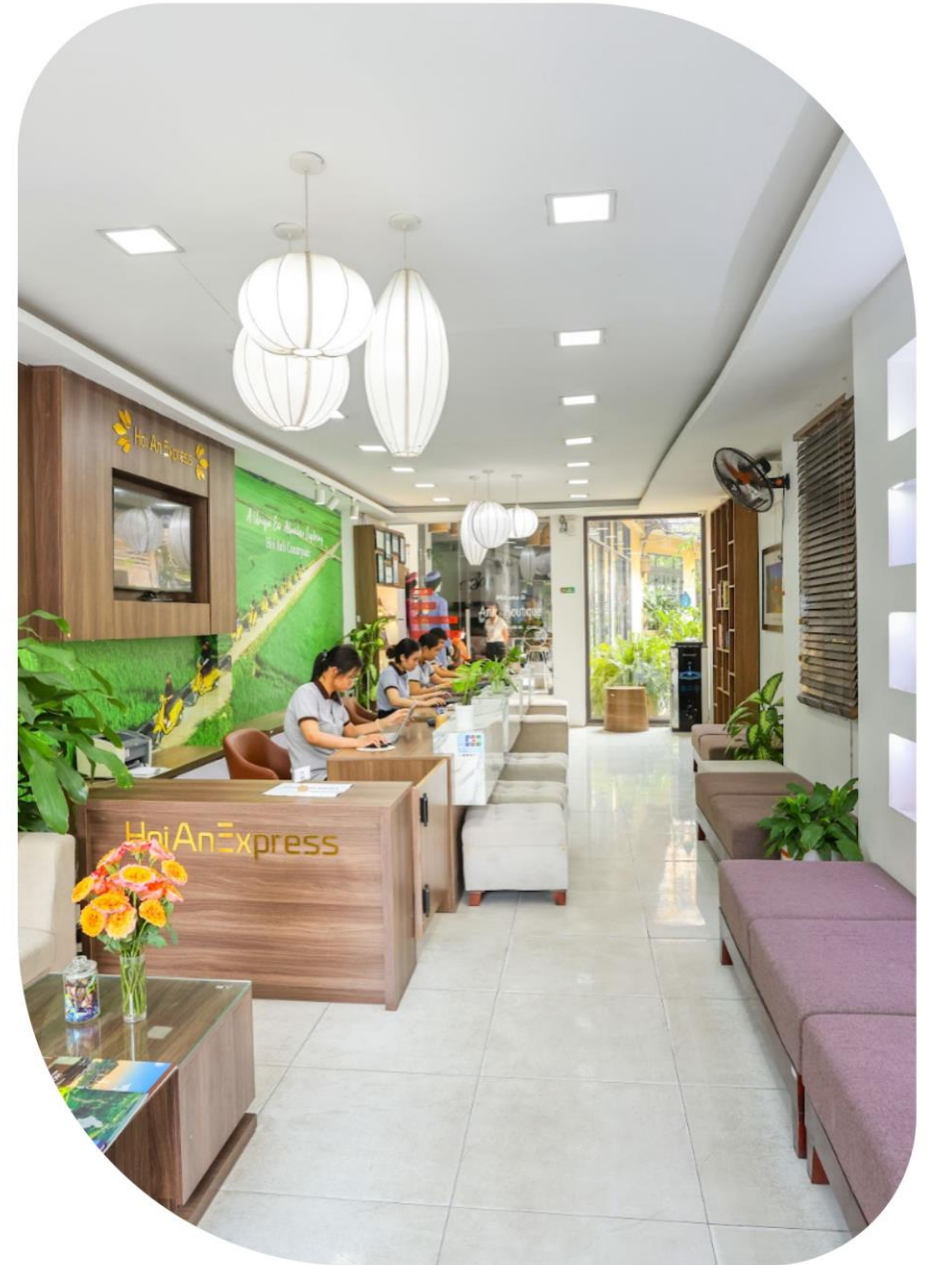


**Hoi An Express**  
Expressions Of Indochina

# HOI AN EXPRESS

**Development & Human  
Resource Development  
aspect**

[www.hoianexpress.com.vn](http://www.hoianexpress.com.vn)

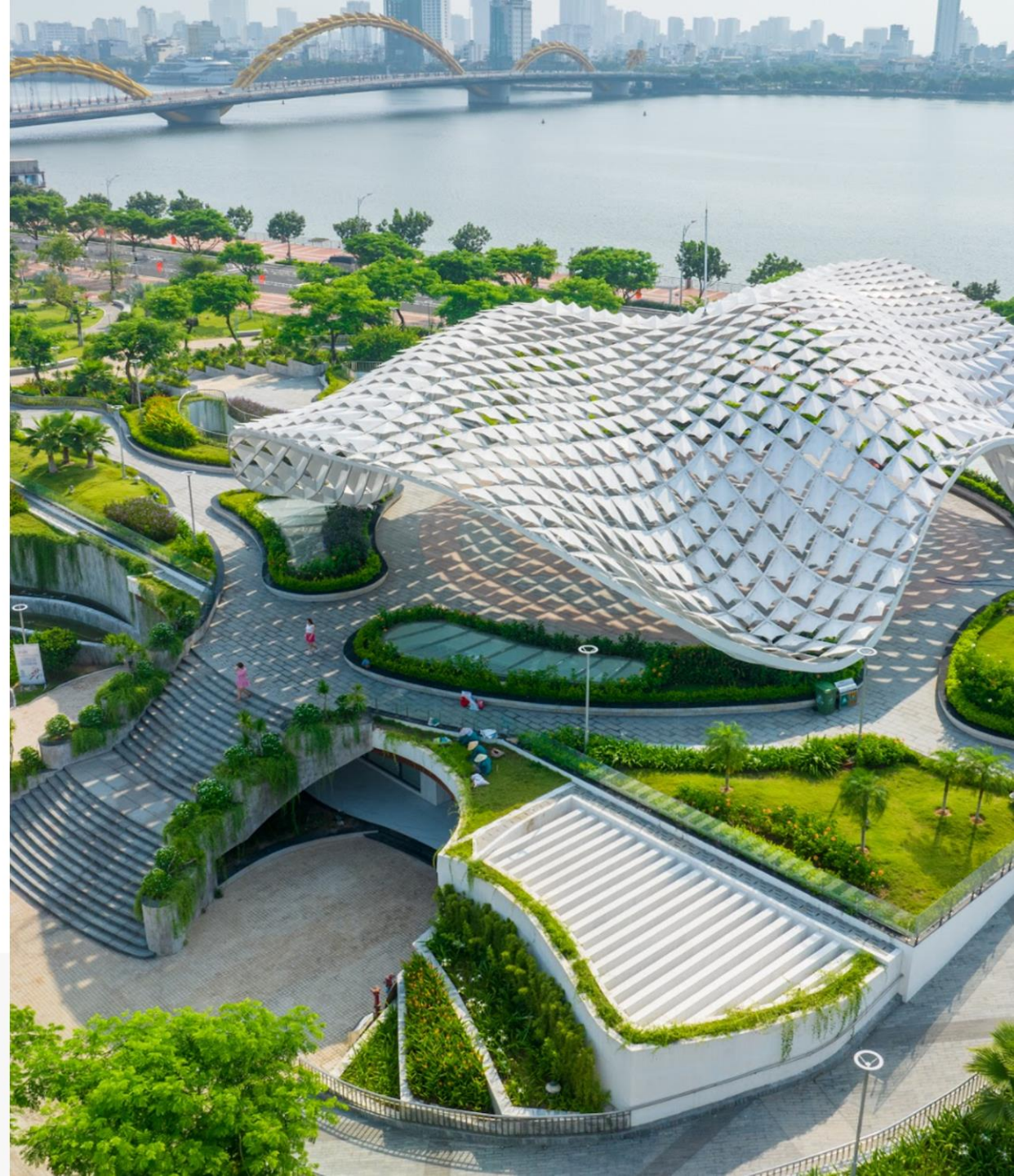




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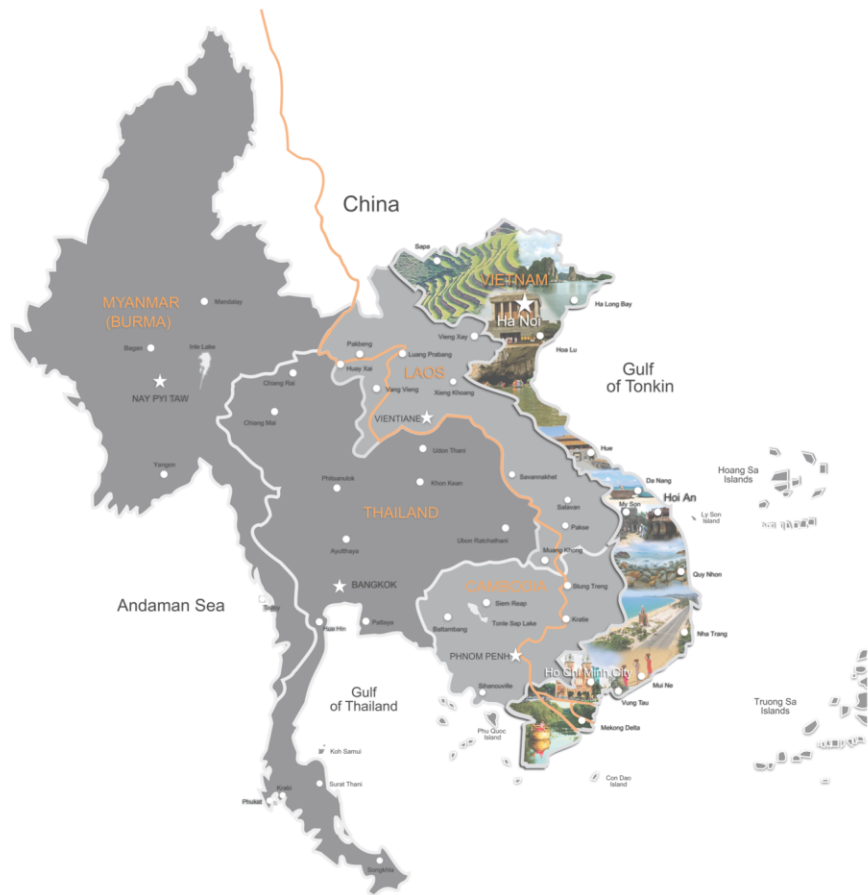
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# INTRODUCTION



Hoi An **Express**

Expressions Of Indochina



## OUR PHILOSOPHY

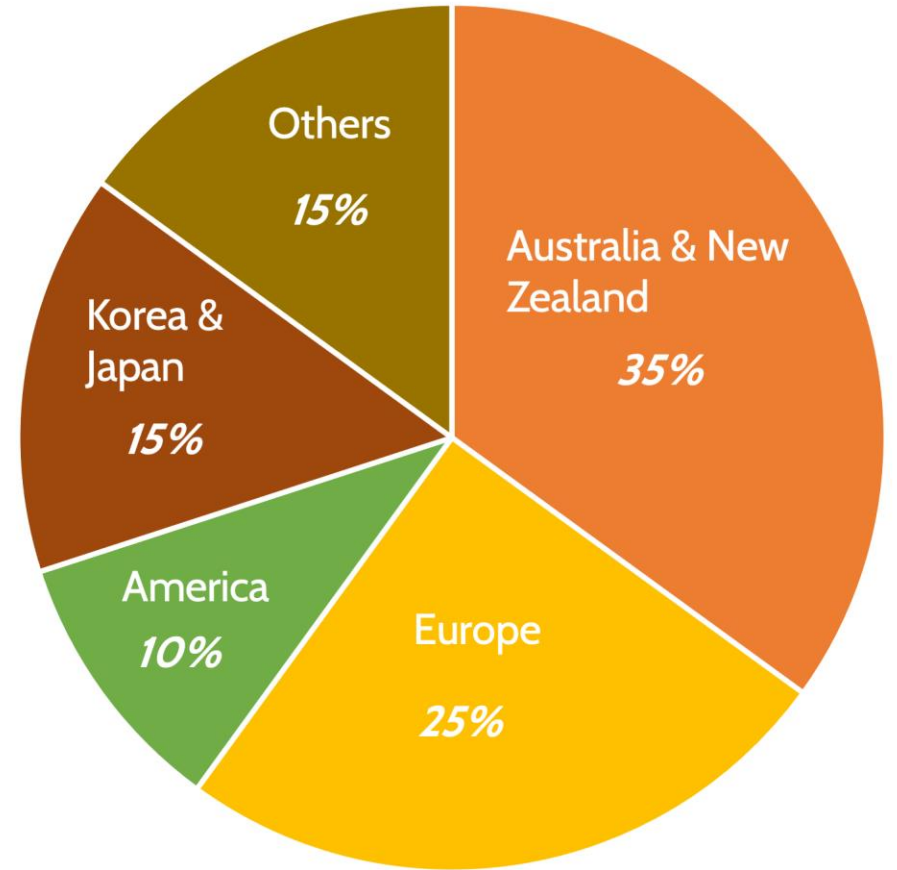
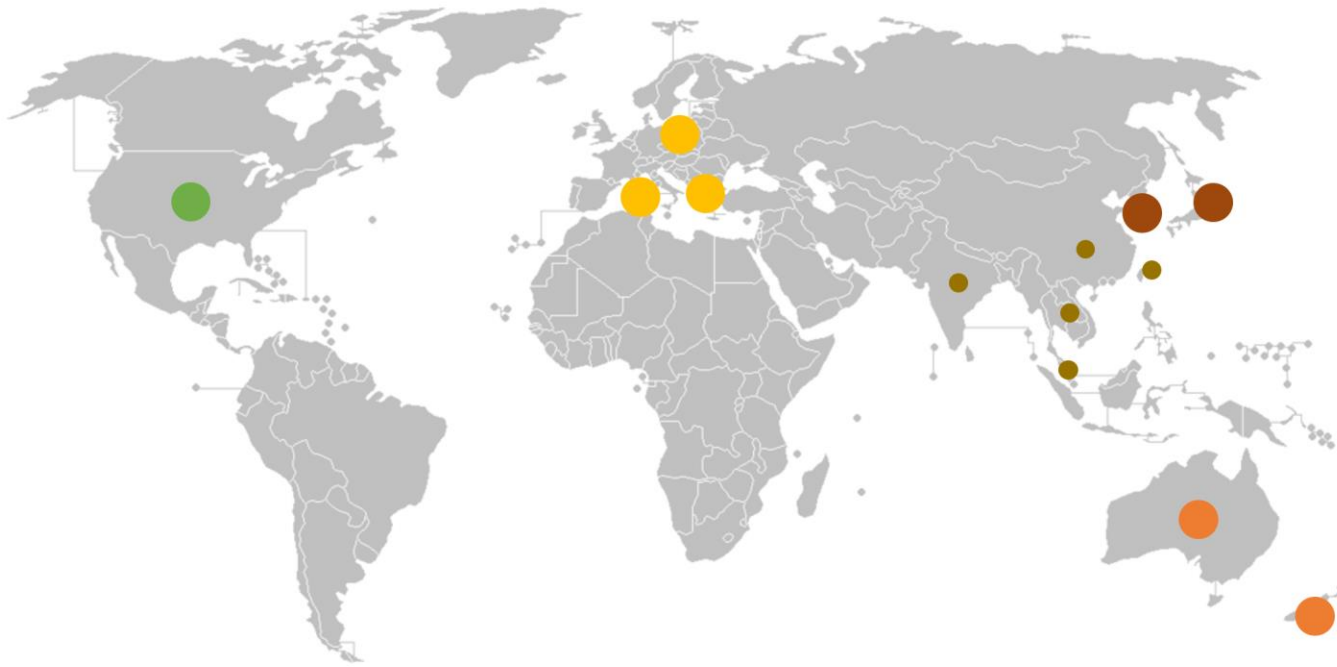
Hoi An Express is a 100% privately owned Vietnamese Travel Company and one of the **authorized Tour Operators** in Vietnam. Established in 2002, Hoi An Express aims to deliver **quality, diversified, and personalized** travel products and services to customers with focus on a **professionalism, customer orientation, integrity, and commitment.**

## OUR SERVICES

- **Multi-day Tours to Vietnam – Laos – Cambodia – Thailand – Myanmar**
- **Day Tours in 9 major cities and 6 ports in Vietnam**
- **Airport Transfers, Car rental with Driver in 24 airports in Vietnam**
- **MICE - Visa - Ticket & Hotel booking – Student trip/ Internship - Rental services**



# OUR CUSTOMERS



# OUR PARTNERS

## International Corporates



## Travel Agents







2

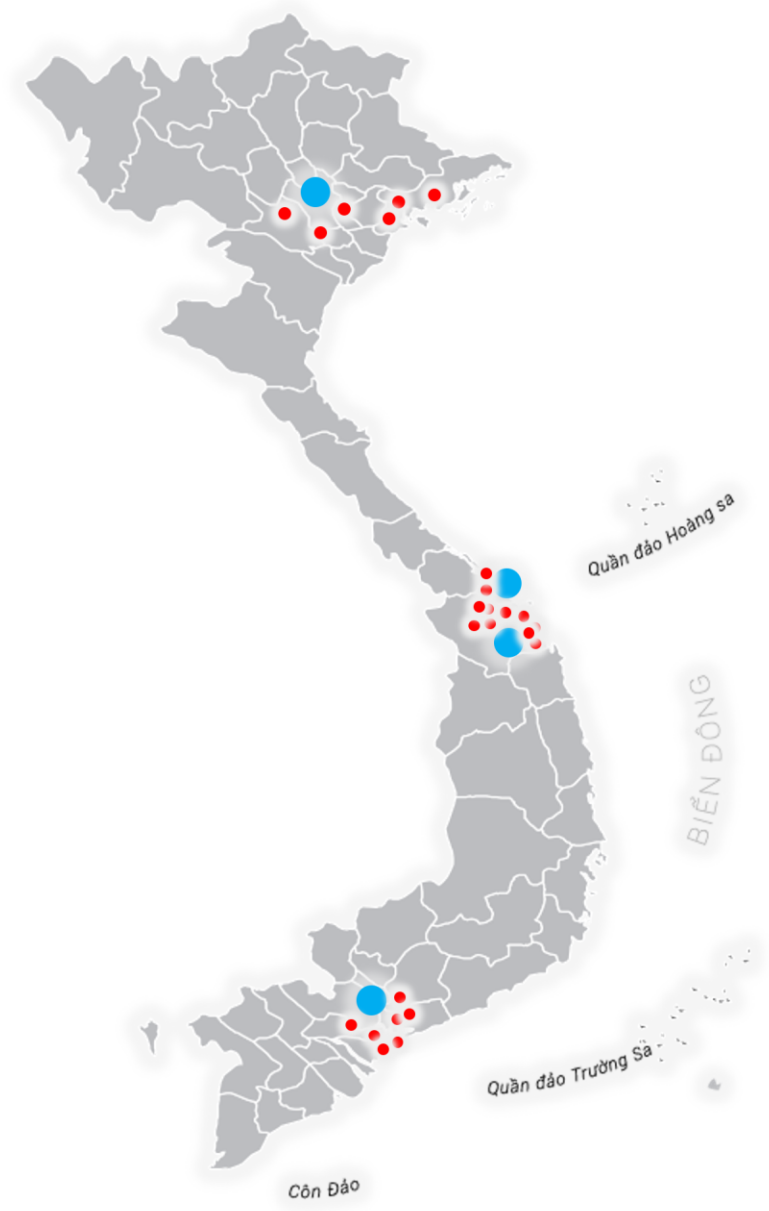
## DEVELOPMENT & HUMAN RESOURCE DEVELOPMENT ASPECT



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# HOI AN EXPRESS DEVELOPMENT TIMELINE

- 2002 – 2020
- MAR 2020 – APR 2022
- MAY 2022 – NOW



## PRE-PANDAMIC: 2002 - 2020

- **BOOKING OFFICE NETWORK:**
  - 4 physical offices
  - 23 physical booking points in Vietnam
  
- 🕒 7:00 – 22:00 Everyday (2 shifts/day)
  
- 🚌 Multi-day tours to Vietnam – Laos – Cambodia – Thailand – Myanmar  
 Day tours in most of the big cities Vietnam  
 Airport Transfers in 24 airports in Vietnam  
 - Shuttle Bus - Car Rental with Driver  
 MICE - Visa - Ticket & Hotel booking - Student Internship - Rental services





# HOI AN EXPRESS DEVELOPMENT TIMELINE



2002 – 2020



MAR 2020 – APR 2022



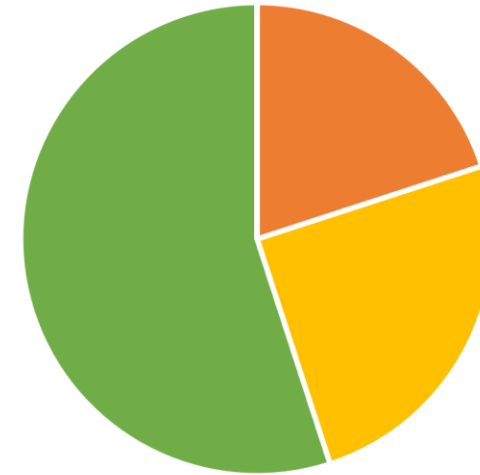
MAY 2022 – NOW

PRE-PANDAMIC: 2002 - 2020

## METHOD OF COMMUNICATION



*2005 - 2017*



*2017 - 2020*

Walk-in

Email

Online

Telephone

Walk-in

Email

Online

Telephone

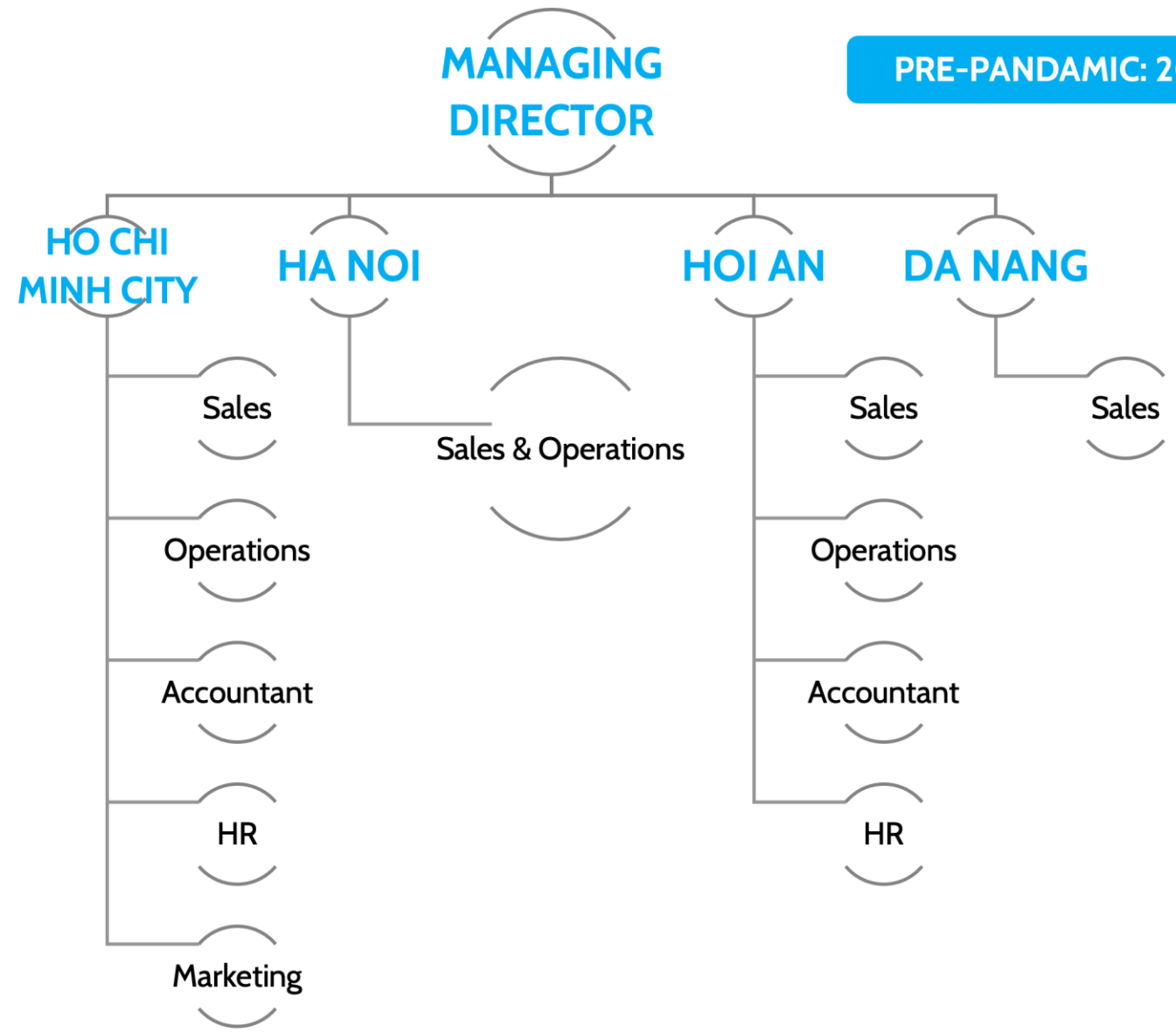
## CUSTOMERS' EXPECTATION

Sustainability is not yet a big concern during this time. They mainly only wanted **fun and safe traveling that is geared more for their hobbies**, such as golf, nature, beach, history or catered to their family needs, such as traveling with young kids.

# HOI AN EXPRESS DEVELOPMENT TIMELINE

- 2002 – 2020
- MAR 2020 – APR 2022
- MAY 2022 – NOW

PRE-PANDAMIC: 2002 – 2020



 Up to **187** staff



# HOI AN EXPRESS DEVELOPMENT TIMELINE

2002 – 2020

MAR 2020 – APR 2022

MAY 2022 – NOW

DURING THE PEAK OF THE PANDEMIC: MAR 2020 – APR 2022

Vietnam **total shutdown**: no in or out

## CUSTOMER EXPECTATION

We assisted with domestic travels and helped our customers navigate through each city's specific quarantine guidelines.



downsize from **187** to **8 Staff**



mostly work from home



# HOI AN EXPRESS DEVELOPMENT TIMELINE

2002 – 2020

MAR 2020 – APR 2022

MAY 2022 – NOW

POST PANDEMIC: MAY 2022 - NOW



## OFFICES:

- 2 physical offices in Ho Chi Minh City and Hoi An

🕒 7:00 – 18:00 everyday (1 shift/day)



- Multi-day tours to **Vietnam – Laos – Cambodia – Thailand – Myanmar**
- Day tours in **9 big cities and all 6 ports in Vietnam**
- Airport Transfers in Ha Noi, Da Nang and Ho Chi Minh City with 24 airports in Vietnam - Shuttle Bus - Car Rental with Driver
- MICE - Visa - Ticket & Hotel booking - Student Internship - Rental services

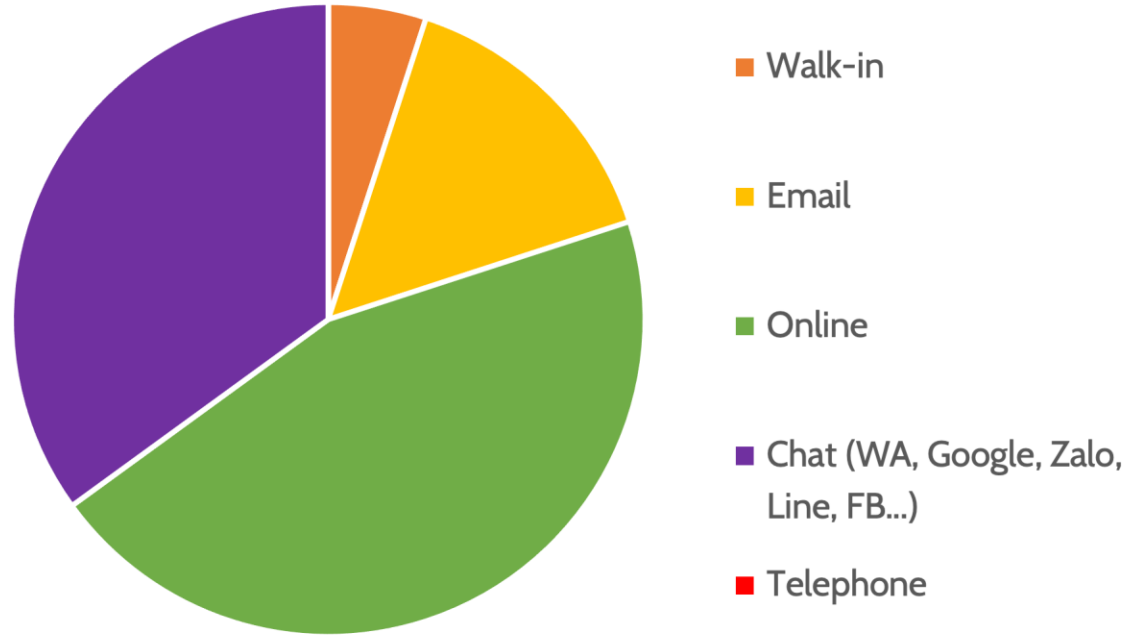


# HOI AN EXPRESS DEVELOPMENT TIMELINE

- 2002 – 2020
- MAR 2020 – APR 2022
- **MAY 2022 – NOW**

## POST PANDEMIC: MAY 2022 - NOW

### METHOD OF COMMUNICATION



### CUSTOMER EXPECTATION:

Communicating more on **social media and email less**

**Inquiring more about sustainable, unique tours** to new destinations

**Booking windows are one-third shorter but they want flexible cancellations**

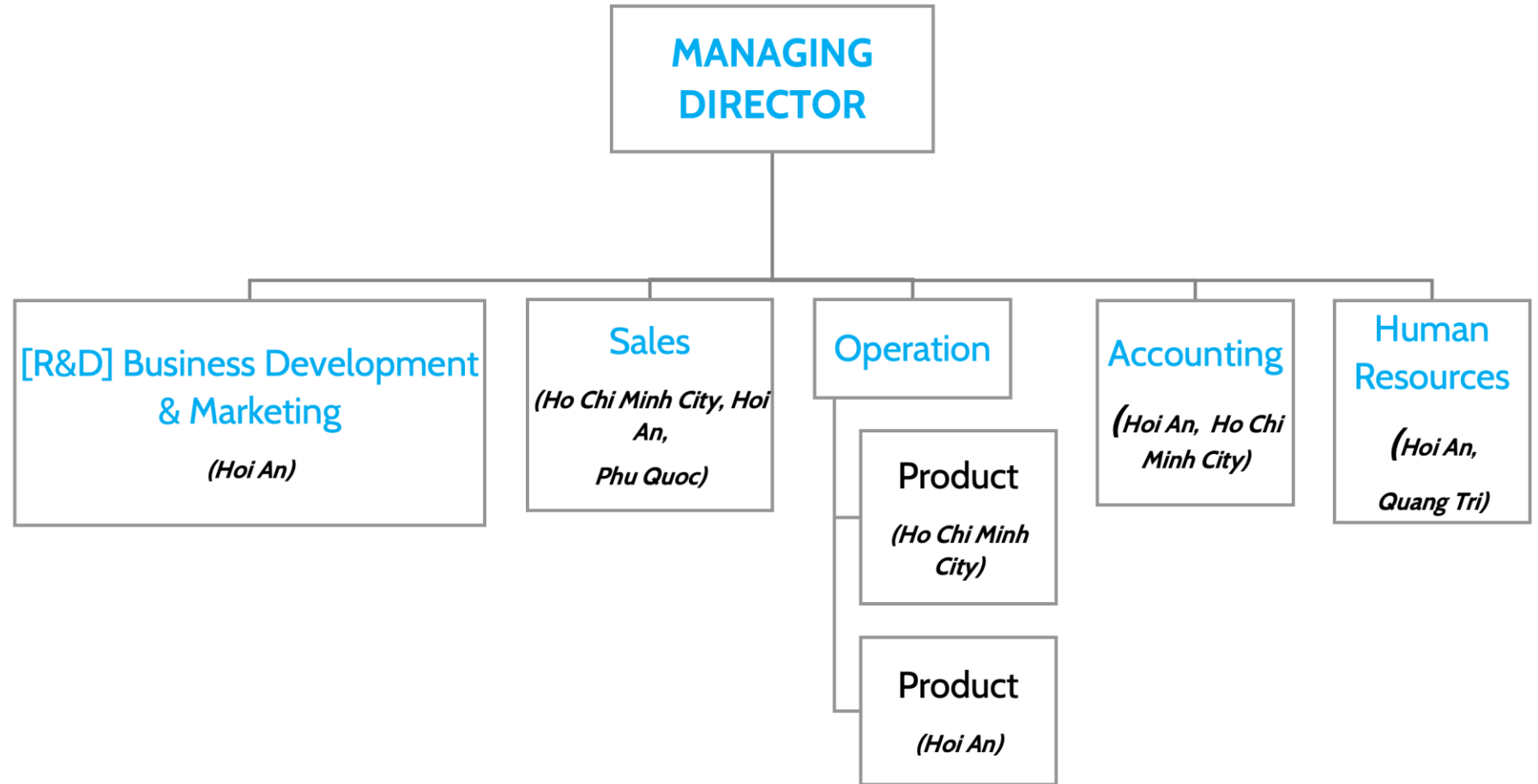
# HOI AN EXPRESS DEVELOPMENT TIMELINE

● 2002 – 2020

● MAR 2020 – APR 2022

● **MAY 2022 – NOW**

**POST PANDEMIC: MAY 2022 - NOW**



 **60 staffs**



# HUMAN RESOURCE DEVELOPMENT POST PANDEMIC



## 1 FLEXIBLE IN OPERATING

- More remote work
- Less carbon footprint for the planet
- More work-life balance for employees
- More effective & streamlined workflow

# HUMAN RESOURCE DEVELOPMENT POST PANDEMIC



2

## CHANGE ORGANIZATIONAL STRUCTURE

### INVEST IN TECHNOLOGY:

Apply chat GPT, AI, Database, Software

### ↑ Increase Staff:

Marketing, Market Research: 2 staff -> 5 staff

IT: 1 staff -> 1 staff + outsourcing team

### ↓ Reducing Staff:

Operations and Reservation: 30 staff → 15 staff



# HUMAN RESOURCE DEVELOPMENT POST PANDEMIC



## 2 CHANGE ORGANIZATIONAL STRUCTURE

GIVEN THE VOLATILE ECONOMY WITH SHARP INFLATION WORLDWIDE, CLIMATE CHANGE, WARS, AND THE RESIDUE EFFECTS OF THE COVID-19 PANDEMICS, THE MARKET SIGNIFICANTLY FLUCTUATES WITH CONSTANT SHIFTS IN DEMAND .

- Work smarter and more effectively on market research and evaluation to better define our market
- We then constantly update our marketing plans and change our products to better provide for our customers

### ↑ Increase Staff:

Product, Marketing, Market Research



# HUMAN RESOURCE DEVELOPMENT POST PANDEMIC

## 2 CHANGE ORGANIZATIONAL STRUCTURE

### INCREASE DEMAND FOR SUSTAINABLE PRODUCTS:

- Need to discover new locations and suppliers that meet sustainability guidelines.
- Need to adopt and implement sustainability in all aspects of our business, from policies, manuals, training to operations.

### ↑ Increase Staffs:

- Product/ Contract Team: 1 staff -> 3 staff, to deal with sustainable suppliers and create green tours
- Human Resources: to take care of sustainable application and work on the changes in business to adapt to sustainable requirements





# RESPONSIBLE TRAVEL

## GREEN TOURS DEVELOPMENT



- ✓ Non-engine: bike, walk, electric scooter
- ✓ No plastic: grass straw, banana leaf/lotus leave food container
- ✓ Use local resource
- ✓ Community engagement: organic farm, talk to local



# COMMUNITY ACTIVITIES



Cleaning The Surrounding Environment



Free Warm Clothing Giveaway & Hair Cut



Building Public Construction At Local School



Tourism Combined Local Economic Development



Refillable Water



Making Paper Bags Program, No Plastic Waste







3

## CONCLUSION



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“

## CUSTOMERS' EXPECTATION POST PANDEMIC

- ✓ Nature, sustainable travel
- ✓ Online chat, social media communication
- ✓ Short booking window, flexible in cancelation
- ✓ Quickly response
- ✓ Online meeting

## IMPACT ON HUMAN RESOURCE DEVELOPMENT

- ✓ Personnel structure and workforce size changes to meet customers' demands
- ✓ Requiring multi-task employees
- ✓ Besides functional training, applying extra training in technology, marketing (social media posts), designing
- ✓ Applying Sustainability in services and office operations







# Thank you

## CONTACT US

**PHAM QUE ANH (Annie)**  
*Managing Director*

- Email: [info@hoianexpress.com.vn](mailto:info@hoianexpress.com.vn)
- Hotline: +84-903 731 899

[www.hoianexpress.com.vn](http://www.hoianexpress.com.vn)

