

MINISTRY OF EDUCATION AND TRAINING
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Capstone Project Document

**Applying social media for promoting ecotourism sites in Phong Dien district, Can Tho city:
The case of Lung Cot Cau tourist area**

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CHAPTER I. INTRODUCTION

1.1 Background

1.1.1 Introduction about Phong Dien tourism

Established in 2004, Phong Dien district is located sixteen kilometers in the southwest of Can Tho city center. It has an area of 119.48km² and a population of 98,424 people in 2019 . Phong Dien district is known as “Can Tho's green belt” thanks to its natural landscapes with 8500 hectares of fruit gardens and winding canals which are ideal for green tourism development. In addition, the district has been subjected to hundreds of years of tectonic and architectural history, resulting in a very distinct indigenous culture, making it ideal for the development of cultural-historic tourism.

In 2022, Phong Dien welcomed nearly 1.4 million visitors, an increase of 115% over the same period, in which there were 15,600 international visitors. Total revenue from tourism reached over VND 445 billion, up 136% over the same period. It is expected that in 2023, Phong Dien tourism will welcome about 2 million visitors, (10% is international visitors)(Can Tho City Tourism Development Center, 2023). Phong Dien district contributes significantly to Can Tho's tourism with three products namely ecological, homestay, and culture - history with 65 tourist attractions, of which there are 30 ecotourism sites (Ái Lam, 2023)

1.1.2 Introduction about Lung Cot Cau

Lung Cột Cầu (LCC) featured as a typical example of eco-tourist sites in Phong Dien district. Being located at National Highway 61C, Nhon Nghia commune, 15km from Can Tho city center, LCC has over 7 hectares with many spacious orchards along with many other extremely attractive entertainment areas. The tourist site was officially opened in 2015, also known as “Bung Đá Nổi - Lung Cột Cầu” . Ms. Nguyễn Phạm Việt Hà, the owner of LCC shared with us that, previously, LCC was responsible for providing fruits for many eco-tourism areas in the district. Then, after becoming an eco-tourism area, LCC quickly gained visitors trust and acceptance for its delicious food and diverse fruits. In addition, there were regular performances of Cai luong and Don ca tai tu and especially, LCC is a cultural relic of the ancient Funan Kingdom. Since the 1990s, several archeologists have visited this area to research antiques such as stone, porcelain and gold statues belonging to the Oc Eo culture. The tourist site provides a range of services such as renting Ao Ba Ba, visiting the fruit garden, rowing basket boats, catching fish and other team building activities. Cuisine is considered its competitive advantage with a lot of delicious dishes such as: pancakes, grilled snakehead fish, chicken, seafood, grilled goby, hot pot, frog hugging straw, grilled snail with pepper, seasonal dishes such as fried durian cotton, mangosteen salad, rambutan salad, pomelo salad or shrimp seaweed, etc.

1.1.3 The reason for choosing Lung Cot Cau ecotourism as a pilot

Due to the sudden pass away of the former owner - the father of the current owner and the impact of the COVID-19 pandemic. Figure 1 shows that profit of LCC decreased significantly during the pandemic. In addition, LCC has gone down in many aspects such as facilities and services. It can

be seen that LCC is a very typical example of ecotourism sites in Phong Dien city who are struggling during their development stage.

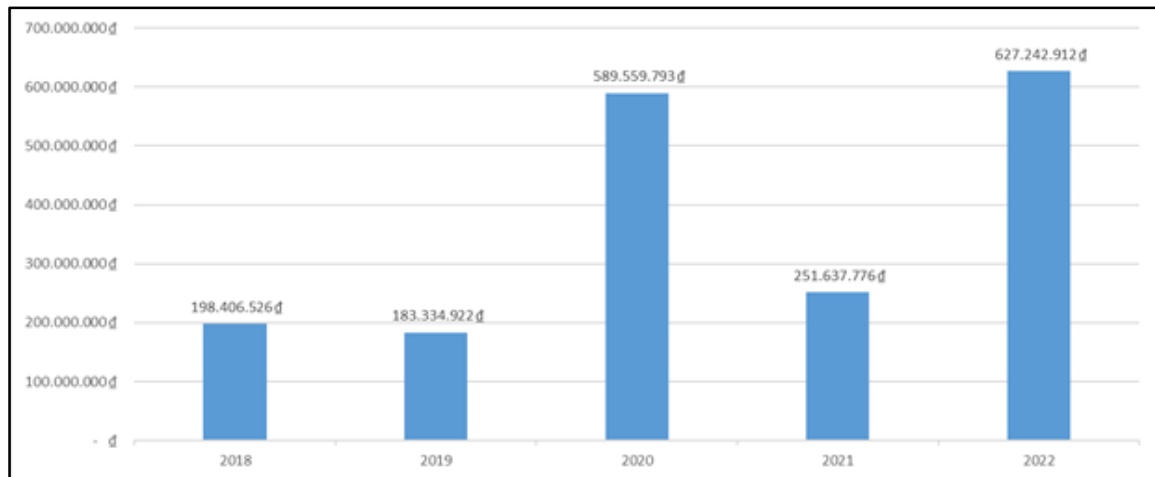


Figure 1: Lung Cột Cầu's profit after tax over time. (Source: Data provided by the business owner)

Much like numerous other eco-tourism establishments in the area, LCC operates as a family-owned small to medium-sized business. This renders LCC a suitable candidate for researching and applying a promotion project from assessment → planning → implementing and evaluating a communication campaign with its deliverables and lessons that could be extended to other ecotourism areas in Phong Dien district and Vietnamese Mekong Delta in general. Despite regularly engaging in local festivals, long-established brand, and acknowledging the necessity of leveraging social media for brand cultivation and outreach.

The enterprise struggles due to inadequate resources and a deficiency in communication and promotional expertise, said the owner. Considering the group's manpower and time resources, the optimal and secure course of action is to launch a pilot project at LCC so that trial and error lessons can be drawn for successful scalability to the whole district and region.

1.2 Problem identification

1.2.1 Social media

Social media has been defined as websites which allow users to create profiles and relationships to connect with each other (Boyd & Ellison, 2008); web-based applications providing functionality for sharing, conversation and connecting members of communities (Kietzmann et al., 2011). Technological advances in Web 2.0 gave rise to social networks thanks to its open source ideology, whereby users collaborate freely using free tools and sharing their work and facilitating the emergence of User Generated Content (UGC) which now takes up a majority of online content. In short, a social network can be defined as a system that provides users with the ability to find, use, store, and share information and connect with each other. Kietzmann (2011) created 7 honeycomb blocks to describe the 7 functions of social networks including: Identity, Conversations, Sharing, Presence, Relationships, Reputation and Groups. Some common social network platforms in Vietnam are described in Figure 2.

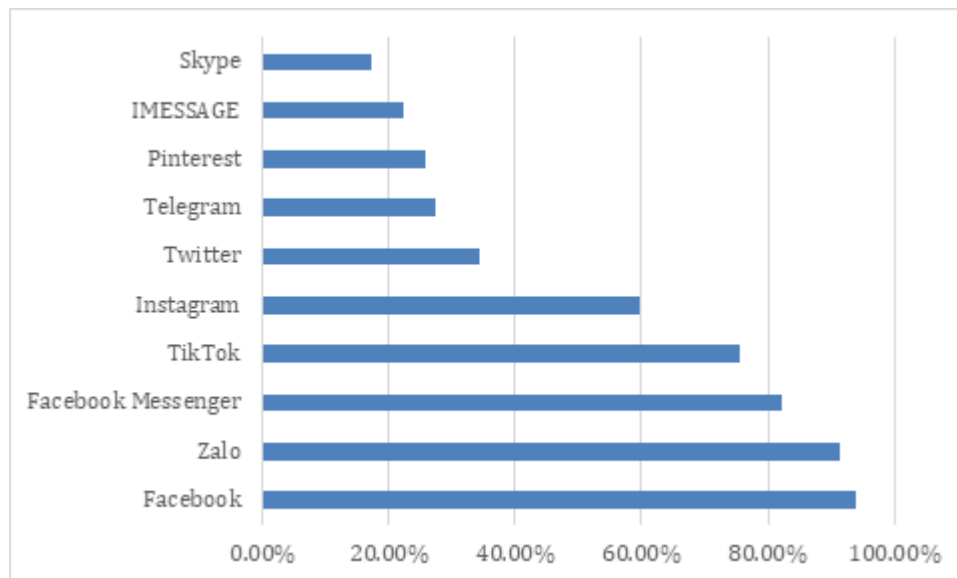


Figure 2: Most-used social media platforms in Vietnam, February 2022

Source: We are social (2022)

It can be proved that Facebook, Tiktok, YouTube and Zalo are the most popular social networks in Vietnam. Table 1 provides more details on these four big players.

Table 1. Common social media networks

Social network	Description
Facebook	93.8% of Vietnam Internet users aged 16 - 64 use daily of which 43.9% rate as their favorite social media platform.
Youtube	In Jun 2022, YouTube reached over 45 million users aged 18 and above in Vietnam. 96% of Vietnamese viewers say YouTube has their favorite content (<i>Vietnam YouTube brandcast, 2022</i>)
Zalo	91.3% of Vietnam Internet users aged 16 - 64 used daily, of which 21.3% rate it as their "favorite" social media platform.
Tik Tok	75.6% of Vietnam Internet users aged 16 - 64 used it daily, of which 13.2% rate it as their "favorite" social media platform.

1.2.2 Social media for ecotourism promotion

Promotion is one of the marketing mix (4Ps) and plays the role of supporting for the effectiveness of the remaining 3Ps. Implementing promotion often involves the use of a promotion mix (also called marketing communication mix) which is a synergic combination of tools to make the promotion process go smoothly and achieve the best results. Promotion Mix employs the use of following five tools:

Figure 3: Promotion Mix (Marketing communications mix). Source: Philip Kotler (2017)



Regarding ecotourism, Ceballos-Lascurain (1987) first coined "ecotourism" as tourism that involves traveling to relatively undisturbed or uncontaminated natural areas with the specific object of studying, admiring and enjoying the scenery and its wild plants and animals". Ecotourism is the type of tourism that is based on natural resources such as wildlife, scenic areas, caves, and other naturally undisturbed areas (Bjork, 2000). In the present days, social networks have become a useful tool to promote tourism, especially for ecotourism. Photos posted on Facebook, Instagram about food, beautiful scenes and fun activities in the Mekong Delta have been used a lot on Fanpages created by the administrators of the eco-tourism area for the purpose of communicating and promoting their products and image. Social networks are an effective marketing tool for enabling a tourism destination to effectively enhance its visibility when communicating to both current and prospective tourists (Nizeyimana & Kalulu, 2017). They are even more effective to showcase the charm of Vietnamese Mekong Delta ecotourism attractions whose unique selling points are natural landscapes and relaxing activities like catching fish, picking fruits and playing folk games. This marketing method helps to form the perceived travel experience of visitors (Kavoura & Bitsani, 2013), to ensure their satisfaction (Jashi, 2013), and their behavioral intentions (Hutchinson et al., 2009; Orel and Kara, 2014). Therefore, the application of social networks into promoting ecotourism areas in Phong Dien district is a promising direction for promoting the destination. LCC can be an ideal example of applying social media to promote eco-tourism in Phong Dien District given the post pandemic context and its unique characteristics as discussed previously.

1.3 The statement of the capstone

This is a project to apply social media to promote ecotourism sites of Lung Cot Cau tourist area through a campaign and TVC entitled “Lung Cot Cau dan da mien Tay” media production, using social media and communication tactics.

1.4 The structure of the capstone

The capstone is divided into seven chapters. Firstly, the Introduction chapter provides an overview of the project followed by an analysis of the situation using SWOT, competitors and target customers of LCC in chapter II. Chapter III deals with the development/ planning of social media for the project while Chapter IV explains the pre-production stage. Next, Chapter V describes the implementation and distribution of social media for promoting LCC ecotourism. In Chapter VI, we provide information on post-production & evaluations the effectiveness of the campaign. Finally, Chapter VII is the conclusion of the whole project.

CHAPTER II. RESEARCH/ SITUATION ANALYSIS OF LUNG COT CAU TOURIST AREA

2.1 Brand/ Company analysis

2.1.1 The meaning of the name Lung Cột Cầu

The name LCC dates back to about 20 years ago, originated from the name "Lung Cột Cầu - Bung Đá Nổi" which generally means lake with stone columns - floating stone pillar. It is believed that under the alluvial soil of the area, ancient Funan residents lived in a fairly prosperous community more than 1,500 years ago. As people dug ditches, planted trees, caught fish and crabs in the natural valleys, puddles, and canals, they discovered some pieces of crockery, teapots and stone statues and gold pieces belonging to Oc Eo culture. Also, they found many large wooden stakes and green rectangular rocks through excavation in some ponds and ponds around the area, at a depth of 2.3 m below the vegetal alluvial layer. Along with relics of pottery, bronze, gold, with large fossilized animal bones, they found carved stone pillars "floating" in the pond of this relic. That's why they called the place Lung Cột Cầu - Bung Đá Nổi" which means lake with stone columns - floating stone pillar.

2.1.2 Lung Cột Cầu SWOT analysis

SWOT Analysis (abbreviation of strengths, weaknesses, opportunities, threats) is a business strategy evaluation tool by comparing an organization to its competition. The strategy is historically credited to Albert Humphrey in the 1960s . The matrix considers both internal and external conditions of the company. "Strengths" and "weaknesses" refer to the internal environment of the company while "Opportunities" and "Threats" deal with the external factors of the environment. Put it in different ways, "Strengths" and "Opportunities" represent the company's competitive advantages while "Weakness" and "Threats" lead to a relative disadvantage of the company against the competition. Regarding externally-related conditions, "Opportunities" are macro environment aspects that can be exploited to benefit the organization while on the other hand, "Threats" are aspects of the macro environment which might lead to problems for the organization.

Figure 4. SWOT analysis of LCC

LCC SWOT ANALYSIS

S
Strengths

LCC is a historical relic of Oc Eo culture.

The fruit garden of LCC is also considered to be more diverse as: mango, avocado, banana, pomelo, and other vegetables...

The food is rated as delicious and reasonably priced.

W
Weakness

LCC's unique selling points (i.e. wildness and peace) is not lively and distinct enough to attract targets customers/audience. This cause more challenges in the task of its brand positioning.

LCC geographical position is quite far from the center of Can Tho city.

O
Opportunities

According to data from Vietnam National Administration of Tourism, in 9 months of 2022, the total number of domestic tourists reached about 87 million arrivals, far exceeding the whole year plan of 60 million visitors. It can be seen that tourists have tended to increase strongly.

Phong Dien district is a potential market for ecotourism

T
Threats

However, LCC does not know how to take advantage of the resources available on fanpage with more than 15,000 followers. They often re-share customer post instead of creating their own content.

Lack of promotional activities and social interactions with customer in fanpage.

2.2 Competitors/ Market Analysis

2.2.1 Market analysis

As tourists pay more attention to environmental and conservation issues, ecotourism has become an important trend in the tourism industry. More and more tourist attractions and destinations are becoming "greener", leading to the fact that ecotourism is no longer a niche product but a mainstream tourism product. As a result, these decades have seen fiercer competition in the ecotourism sector, especially in Vietnam's Mekong Delta. This situation is challenging for all attractions in general, even more difficult for LCCs who are suffering from both external and internal

obstacles due to lack of expertise in business management. In recent years, Vietnam's tourism has had a remarkable recovery with a stable number of visitors after the COVID-19 pandemic. In the same trend, Phong Dien tourism is actively recovering in the first 3 months of 2023. The tourist attractions welcome over 500,000 visitors (up 98%), of which nearly 30,000 foreign visitors (increased) 133%, revenue reached nearly 170 billion (up 73%) compared to the same period last year. The ecotourism market is attractive but it is a mass market because of its great demand and Phong Dien Tourism is recovering from the pandemic.

2.2.2 Competitors of Lung Cot Cau

In the current stage of sustainable tourism development, each tourist site needs to focus on enhancing strengths and weaknesses to competitors in the market. We performed a competitive analysis for LCC ecotourism site using market mix (4P) for identifying its relativity with other comparable competitors in neighboring areas. In 2021 Phong Dien district with 64 tourist attractions, of which there are 30 eco-tourism sites. We grouped competitors into “direct competitors” and “indirect competitors” categories which refer to other ecotourism sites in Phong Dien district and those outside Phong Dien district (i.e. in other districts of Can Tho city) respectively. Accordingly, direct competitors of LCC include Phi Yen, 9 Hong, Lung Tram and Ba Hiep while Con Son, Phu Sa, Con Au and Ba Lang are indirect competitors. Finding from competitive analysis of LCC against direct competitors is summarized in Table 2.

Table 2: Analysis of each competitor based on “4Ps”

Competitive Factors		Lung Cot Cau	Phi Yen	9 Hong	Lung Tram	Ba Hiep
	Fanpage	lungcotcau 16,000 followers	phiyen 2,100 followers	9hong 2,700 followers	lungtram 8,700 followers	bahiep 6,400 followers
	Founded	2015	2021	2016	2016	2021
Product	Features	<ul style="list-style-type: none"> - Ecotourism. - Typical fruits of the West (mangosteen, durian, guava, strawberry, durian, siamese strawberry, etc.) 				
	Service	<ul style="list-style-type: none"> - Experience folk games (canoeing, swinging, fishing, catching ducks etc). - picking fruits, canoeing, fishing. - Making folk cakes. 				

Price	Service price	Prices range from free to 1,500,000 VND (depending on product type and service type)				
Promotion	PR	- Broadcast on television (VTV), Can Tho television. - Link to many website: luhanhvietnam; tourcantho, etc.	- Collaborate with Youtuber Khuong Nhut Minh, Mr Dam Vlog, Gia Dinh Vui Ve Cua Tam Tam - Link to many website: Doanh nghiep & Tiep thi magazine, Ministry Of Culture, Sports and Tourism Vietnam, luhanhvietnam.	Collaborate with youtuber Khuong Nhut Minh, Cuong Can Cook Official, A Su, - Link to many website: luhanhvietnam, canthotourist	- Broadcast on (VTV), (HTV), Can Tho television; Viet Nam Tuoï Dep; Huu Tri singer. - Link to many website: luhanhvietnam, baocantho, tourcantho, etc.	- Collaborate with youtuber Khuong Nhut Minh, Cuong Can Cook Official, - Link to many website: Canthotourist, baocantho, etc.
	Online Reputation*	3.9 stars out of 363 reviews	4.2 stars out of 149 reviews	3.2 stars out of 352 reviews	4.1 stars out of 207 reviews	3.7 stars out of 26 reviews
Place	Channel	Directly sold at the tourist site by business staff.				

Note: Online reputation is based on reviews on Google maps*

Table 2 shows that all 4 competitors of LCC (Phi Yen, 9 Hong, Lung Tram, Ba Hiep) through the 4P method have similarity in terms of product (travel services, as well as eco style) place and price. Regarding promotion, however, each uses different tactics. Details of each competitor are as follows:

Phi Yen: A potential young competitor, despite being newly established in 2021, Phi Yen has outperformed competitors in the same industry. Phi Yen has a careful investment in terms of content when promotional newspapers are published in prestigious and quality magazines: Business & Marketing magazine, Environment and Urban magazine, Tourism Environment Vietnam. Besides, many users create review content on Youtube platform, especially Youtubers with high subscriber volume: Khuong Nhut Minh (135,000 subscribers), Mr Dam Vlog (1,080 subscribers), Gia Dinh Vui cua Tam (35,700 subscribers).

9 Hong: Established in 2016 but currently the fan page only has 2,700 followers. Although the number of followers is quite low, their posts receive quite positive feedback from customers. Most of the content on their fan page is customer feedback photos. In addition to Facebook marketing and some review clips of Youtubers Khuong Nhut Minh (135,000 subscribers), Mr Dam Vlog (1,080

subscribers), Cuong Can Cook Official (36,000 subscribers), A Su (45,000 subscribers), it can be seen that 9 Hong doesn't really invest much in the media compared to Phi Yen.

Lung Tram: Was established in the same year as 9 Hong, currently the Facebook fan page has the highest number of followers and ratings compared to the other 3 businesses. Despite having a high number of followers, the content of the post rarely receives a positive effect from customers. However, Lung Tram still receives a special number of young visitors when using the context in the music video of BD Media Music (4.3 million registrations). In addition, Lung Tram also uses television media in promotion: Broadcast on (VTV), (HTV), Can Tho television, Viet Nam Tuoi Dep program, Event Ky Niem 70 Nam Nay Thanh Lap Nghanh Dien Anh Viet Nam (VTV reported).

Ba Hiep: Was established in 2021 but its Fanpage possesses the second highest number of followers in the list of LCC's direct competitors. However, contrary to expectations Ba Hiep does not seem to focus on social media marketing initiatives. The post content is very basic and the layout is not clear leading to very low engagement on the post.

In general, most of the competitors have done a good job of building an audience for their brand, but Phi Yen and Lung Tram really outperformed the other two (9 Hong, Ba Hiep) with mature investment in product services and communication. These will be the two opponents who really cause a direct potential for LCC, especially Phi Yen. These strong competitors are seen as a threat to the Lung Cot Cau. To compete against these competitors with the aim of maintaining and increasing the loyalty of existing customers, defensive strategies are essential. Weak competition will be the source of business growth (this competitor's consumers will be the most potential customers).

Regarding the online presence on Facebook, Table 3 shows that all direct competitors have an official fan page with following features:

Table 3. Competitors/ other media production projects

Competitor's Fanpage	Comment on Fanpage performance and content
<p>phiyen 2.100 followers</p>	<ul style="list-style-type: none"> - The subjects for each post on their website are clearly set out, assuring adequate layout and essential information. - Visitors provide favorable comments and there is a high number of interactions and feedback.
<p>9hong 2.700 followers</p>	<ul style="list-style-type: none"> - Their posts rarely receive positive interactions. - The majority of the entries on their fanpage is either reposted from client selfies taken in there or shared customer posts - Key content is not very compelling, for example their food service, and the photos have not been wisely used

	Description
Key Message	Present the exquisite beauty of the Tourist Area.
Camera Angles	- Utilize wide-angle shots and dynamic panning techniques, both horizontally and vertically, to encapsulate the entire splendor of the tourist site. - Employ close-up shots strategically to accentuate specific focal points.
Platform	Publish on the Facebook platform for extended outreach.
	Inspiration
Comprehensive Enjoyment	Commence the TVC with a broad establishing shot to evoke a sense of panoramic enjoyment within the tourist area.
Smooth Motion	Employ horizontal and vertical panning shots to establish smooth, dynamic motion, enabling viewers to virtually explore every nook of the location.
Highlighting Key Spots	Implement close-up shots to emphasize remarkable attractions, thereby revealing the unique attributes of the tourist area.
Seamless Transitions	Create fluid transitions from wide-angle shots to close-ups, fostering engagement and evoking a tactile engagement with the content.
Positive Exploration	Utilize a blend of camera angles and shots to evoke a positive sentiment, harmonizing with an apt musical score to accentuate the beauty and experiences.
Impactful Closure	Conclude with an outward pan shot, delivering an enduring impression of the interplay between individuals and nature.
Diversity Showcase	Ensure the TVC portrays a myriad of experiences and activities available within the tourist area.

The TVC showcasing the My Khanh ecotourism area adeptly captures its natural allure through compelling fly-cam shots that provide a captivating aerial view. Conversely, the Ong De Tourist Village TVC, while achieving success, faces limitations due to its static imagery, which fails to convey the vibrant essence of experiences.

In crafting my LCC TVC, I leveraged the strengths observed in both prior cases and addressed their respective shortcomings. By skillfully blending captivating visuals with dynamic sequences, I curated a distinctive window into LCC. This TVC seamlessly weaves together picturesque landscapes, human interactions, and cultural elements, culminating in an immersive experience that kindles a heightened curiosity and desire to explore the offerings of LCC.

TVC Ong De (https://www.facebook.com/watch/?extid=CL-UNK-UNK-UNK-IOS_GK0T-GK1C&mibextid=2Rb1fB&v=210323658270965)

Table 5. Competitors/ other media production projects

	Description
Key message	Emphasize conveying the vibrancy of recreational activities at the Tourist Area
Image limitations	Showcase the limitations when using only images, such as the lack of dynamic movement and interaction.
Limited depth of meaning	Images may fail to capture the full depth and richness of the recreational activities.
Low effectiveness	Images may not engage and captivate viewers as effectively as videos, leading to lower impact.
	Inspiration
Leveraging video effects	Focus on the strength of videos to showcase the diverse range of recreational activities in a real-world context.
Accurate reflection	Use videos to accurately depict real activities and establish a stronger connection with the audience.
Effective communication	Utilize videos to communicate messages more effectively, overcoming the limitations of static images.
Enhancing interaction	Videos allow for better viewer interaction, stimulating engagement and fostering interest.
Smooth cohesion	Create seamless transitions between video segments, providing a captivating journey for the audience.
Eliciting strong emotions	Use music, sound, and moving visuals to evoke strong emotions and establish a better connection with the audience.
Showcasing diversity	Videos enable clear representation of the diversity of recreational activities, capturing the audience's attention.

2.2.4. Market/ Platform showcase

Example: "Sustainable Bali" Eco-Tourism TVC

(<https://www.youtube.com/watch?v=OU1ijmTK6-k>)

Table 6. "Sustainable Bali" Eco-Tourism TVC

	Description
Key message	Integrate sustainable tourism with preserving the environment in Bali.
Low angle and wide shot	Establish a connection between humans and nature, and honor the commitment of Bali's residents to the environment.
High angle	Showcase the distinctive relationship between Bali and its natural surroundings.

Long shot	Evoke excitement and connect viewers with the expansive space of Bali.
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Example: "Mai Chau Eco-Tourism" TVC in Vietnam

(<https://www.youtube.com/watch?v=QDTMzO9LWzA>)

Table 7. "Mai Chau Eco-Tourism" TVC in Vietnam

	Description
Key message	Experience authentic cultural interactions and close connections between tourists and the local community.
Low angle and participant's perspective	Create intimacy, friendliness, and genuine interaction between tourists and the local community.
High angle	Elevate the natural beauty and the essence of Mai Chau's countryside.
Wide shot	Display the picturesque panoramic view of the countryside.

Combining the insights from these examples, your LCC TVC can weave together captivating visuals, genuine cultural encounters, and a steadfast commitment to sustainable practices. This fusion will craft a compelling storyline that not only engages the audience but also ignites a yearning to explore this ecological gem. As evidenced by the analysis, the camera angles in these TVCs were meticulously orchestrated to convey diverse meanings - whether it's establishing intimacy, paying homage to nature, or invoking exhilaration. You can leverage these lessons to infuse your TVC with elements that foster connections with the local community and celebrate values aligned with environmental preservation.

2.3 Customer analysis

In order to have a clear picture of LCC customers, we conducted a research study on 194 respondents on two target respondents namely LCC's existent customers and potential customers. Our team designed 2 questionnaires with the same four parts. Part 1 introduces our team, the campaign we are running, and our commitment to keeping the information of those who fill out the questionnaires confidential (for research purposes only). Part 2 examines tourist behavior of tourists. Part 3 asks the behavior of tourists using social networks before questions regarding the visitor demographics in Part 4.

Our 2 questionnaires serve 2 different purposes. Questionnaire number 1 is collected data directly through visitors available at the LCC ecotourism area in the form of printed paper, to evaluate the experiences, collect comments of tourists when coming to LCC. Questionnaire number 2 in the form of Google Form will be sent online to relatives and friends around the group members to identify potential customers who can come to the LCC ecotourism area.

In the first questionnaire, we move to LCC to get a visitor survey every weekend (Saturday and Sunday) in June. After collecting data in the first questionnaire, we re-filtered the results with errors and missing information to enter data into Excel with **138** valid results. In the second questionnaire, we sending onlines questionnaires from June 13 to June 26, we filtered the results through the report of Google Form and Google Sheet obtained **56** valid results.

2.4 Target audience/ Stakeholder

2.4.1 Target audience

Through statistical data of the survey, we create table 8 of the results that account for the high percentage of each quest.

Table 8. Statistical results from two surveys to identify target audience

	Questionnaire number 1 (Visitors available at the LCC) n = 138	Questionnaire number 2 (Potential tourists in Can Tho city and surrounding provinces) n = 56
Form of content expression interests you the most?	Text and image combine just enough (28%) Short video under 2 minutes (35%)	Text and image combine just enough (34%) Short video under 2 minutes (25%)
The most used social network when looking for travel information	Facebook (64%) Tik Tok (24%) Youtube (10%)	Facebook (59%) TikTok (18%) Youtube (12%)
Exciting activities at LCC	Culinary experience (52%) Movement activities (15%)	-
Do you know LCC's fanpage?	Known (73%) Don't know yet (27%)	-

The target audience of our media campaign is: men and women between the ages of 25 and 60, living in Phong Dien, surrounding districts of Can Tho city and provinces in the Mekong Delta. They are middle-income people, wishing to travel, experience fruit picking activities in the garden, enjoy specialties of the Southwestern Vietnam, in a quiet space with friends, colleagues or family.

People often use social networks such as Facebook to read posts that include photos with text and TikTok to search for videos about ecotourism. Enjoy watching videos of famous Tiktoker like “Thien Nhan”, “Khoi lam chieu”They may or may not know the fanpage of LCC tourist site, enjoying viewing photos, recording videos and checking in at tourist sites to keep memories.

2.4.2 Customer persona

Through statistical data of the questionnaire, we created table 9 of the results that account for the high percentage of each quest.

Table 9: Statistical results from two surveys to create customer persona

	Questionnaire number 1 (Visitors available at the LCC)	Questionnaire number 2

	n = 138	(Potential tourists in Can Tho city and surrounding provinces) n = 56
Age	25 - 34 years old (equivalent to 41%) 35 - 54 years old (equivalent to 33%)	18 - 24 years old (equivalent to 41%) 35 - 54 years old (equivalent to 32%)
Income	15 -19 million VND (27%) 10 - 14 million VND (22%)	4 - 8 million VND (59%) 10 - 14 million VND (25%)
Gender	Female (57%) Male (43%)	Female (75%) Male (25%)
Province of residence	Can Tho (50%) Ho Chi Minh city (16%) An Giang (8%)	Tra Vinh (37%) Can Tho (37%)
Traveling with whom?	Going with family (48%) Travel with a group (friend or colleague) (36%)	Going with family (72%) Travel with a group (friend or colleague) (18%)
What features of the tourist area attract attention?	Dish (67%) Service (15%) Nature (13%)	Nature (38%) Cultural history (30%) Dish (16%)
The most used social network when looking for travel information	Facebook (64%) Tik Tok (24%) Youtube (10%)	Facebook (59%) TikTok (18%) Youtube (12%)
Exciting activities at LCC	Culinary experience (52%) Movement activities (15%)	-
Service satisfaction at LCC	Satisfied (61%) Very pleased (25%)	-

Customer persona of LCC is depicted in figure 6 based on table 9.



Figure 6. Customer persona of LCC

2.4.3 Stakeholder

- Key stakeholders: LCC tourist site owners (and employees)

For the owner of LCC ecotourism area, vice director Nguyen Pham Viet Ha will be the one to approve and evaluate TVC products and our group's posts and videos. The staff of LCC tourist site support us in the process of taking photos and videos to produce content by suggesting days of the week or holidays with many visitors, beautiful corners to take photos and videos, and provide provided us with cooking tools, ingredients, spices, etc. during the filming of a cooking series on the TikTok platform. The purpose of our communication with them is cooperation because the common goal is to promote communication for the LCC ecotourism area. They can tell us what the team does not know or need to know, and provide available facilities for video, TVC and photography. Therefore, in the process of group cooperation, we always keep a friendly attitude and the most cheerful atmosphere.

- Secondary stakeholders: Phong Dien District Department of Culture, Sports and Tourism, Phong Dien District People's Committee, Can Tho City Tourism Development Center.

These are organizations that are not directly related to our project. However, in the process of implementing the communication campaign, we hope that from our TVC, we can introduce a message to the tourism-related administrative agency of Can Tho city. That is the LCC eco-tourism area is a potential place and worth considering to support the organization of events or activities to promote tourism development in the future.

CHAPTER III. PLANNING SOCIAL MEDIA FOR PROMOTING ECOTOURISM SITES OF LUNG COT CAU TOURIST AREA

3.1 Overview of a masterplan

The masterplan of our project consists of goals, objectives; key message, media strategy and tactics, budget and resources and risk management. Firstly, we set the project's communication goal based on the previous tracking and statistics of LCC fanpage, using fanpage insight tool. Next, based on the survey and informal talks with customers, we organized a brainstorm session before finalizing the key message: "Ghiền ẩm thực miền - Đến ngay Lung Cột Cầu ". In terms of media, we utilized the current fanpage of LCC and developed two more channels namely YouTube and TikTok and tactics have been set. Finally, we estimated the budget and controlled the risk using the "risk control matrix".

3.2 Goals and objectives

3.2.1 Goals

Generally, the project focuses on the communication goal in increasing the brand awareness and interaction with customers through social media channels:

- Facebook: increase the reach rate, interaction of LCC fanpage
- Enhance online presence with other social media channels: YouTube and TikTok

3.2.2 Objectives

Within 1 month, the campaign attracted 13,885 of Post Reach, 406 Interactions, 300 Post likes, 16,681 Impressions, 20 Shares on LCC fanpage.

Within 1 month, the campaign establishes four additional communication channels for LCC. These channels include Youtube (100view/ clip), Tik Tok (100view/ clip), Reels (500view/ clip), and Youtube Short (100view/clip).

TVC is approved by the owner of LCC and disseminated on the LCC fanpage, amassing a notable viewership of 10,000 and 50 interactions and achieved a total viewing time of 5933 seconds.

Target-specific Key Performance Indicators (KPIs) based on actual June figures (excluding posts from customers) on LCC fanpage. Details are described on the activities on the fanpage of LCC based on the Meta Business Suite tool, as indicated in Table 8.

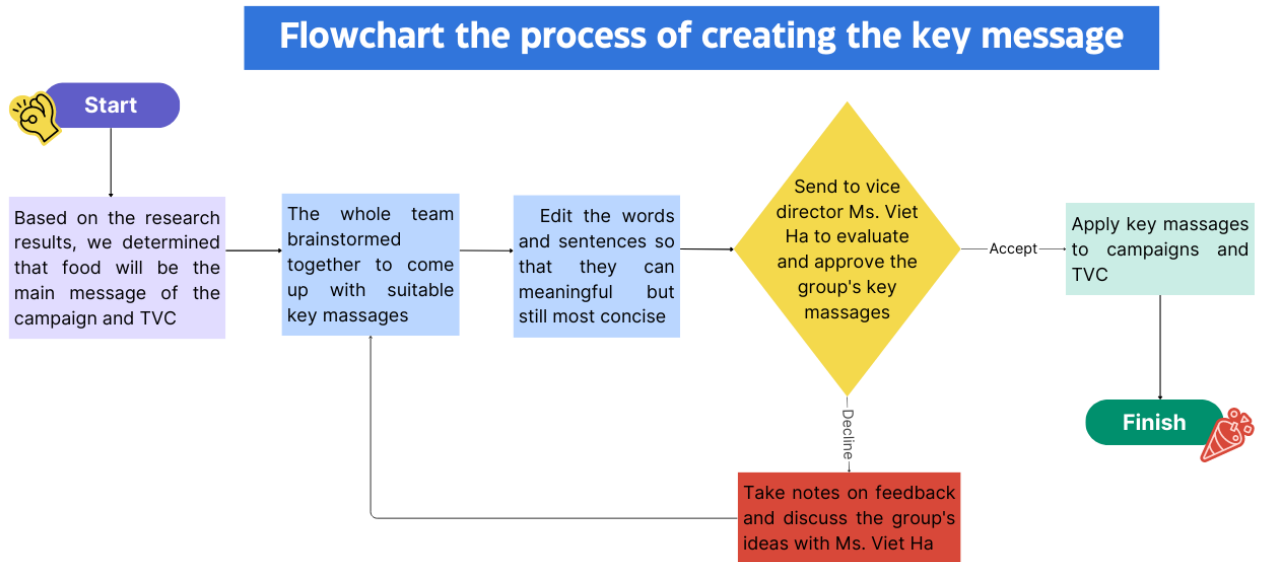
Table 10. The project KPIs based on LCC fanpage performance in the previous month.

Fanpage LCC	June (Total Post)	June (only LCC post*)	Our target KPIs (120%)
Post reach	35,060	11,571	13,885
Post like	416	250	300
Impressions	38,715	13,901	16,681
Share	19	17	20
Interation	530	339	406

Video views (second)	4,944	0	5,933
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3.3 Key message

Figure 7. The process of creating the key messages



Regarding customer insight, results from our study indicate that the target audience of the media campaign is tourists aged 25 - 54 years old [25 - 34 years old (equivalent to 41%), 35 - 54 years old (equivalent to 33%) out of a total of 138 travelers surveyed at LCC], who want a relaxing, quiet experience in space and delicious food. The current national student summer vacation starting from June 2023 will be an appropriate time for visitors with young children to come with their families to LCC to experience the service and enjoy the food. Based on customers' interest in Lung Cot Cau's dishes (according to 52% of 138 tourists surveyed at LCC are interested in food), our team will focus on presenting beautiful and delicious images of the dishes here through media products. Our desire is towards the best visual, taste and olfactory experience for customers coming here. Besides, focus on creating trending content of interested users to attract more attention and effective communication for the LCC tourist area.

Our final key message is “Ghiền ẩm thực miền Tây - Đến ngay Lung Cột Cầu”. “Ghiền” in Vietnamese means “being addicted” in a positive way while “đến ngay” is an urgent call for action of those (who are fond of and missing Vietnamese Southwest cuisine). Overall, this tagline conveys the message that whenever visitors miss Vietnamese Southwest cuisine then they should immediately come to LCC where they can fulfill their needs. Regarding the textual devices, the tagline uses rhyme with repetitive use of words with similar terminal sounds “Tây”-“Cầu” while the two parts have similar numbers of words (i.e. five for each) separated by a comma (,). The main message used in the last part of the TVC is broadcast on 3 social networking platforms: Facebook, TikTok and Youtube.

3.4 Media strategies

Using social media in promoting is the most popular trend in marketing. Reality has showcased the effectiveness of social media communication for tourist attractions. According to research by Xuerui et al (2020), social networks act as a tour guide when tourists will discover attractions on social networks before and during their trip. In addition, it has been found that social media is used to accept or reject the final decision of tourists about the destination chosen. The results from the survey show that the three most preferred social media are Facebook, TikTok and YouTube at 64%, 24%, 14% respectively for customers available at LCC. 59%, 18%, 12% for potential tourists in Can Tho city and surrounding provinces as previously indicated in Table 9.

Facebook will be the primary channel. With the current LCC official fanpage, we select the fan page as the main communication channel in our campaign with activities including reorganizing posts, posting TVCs, creating links between platforms, posting existing mini games in Lung Cot Cau to attract visitors' intentions. In addition to LCC's current online presence on Facebook, the project will employ two more channels namely TikTok and YouTube. Firstly, **Tik Tok** will be a new channel, posting clips to attract new and young customers. The purpose of using this channel is the effective coverage of short videos to help viewers not get bored and excited about the LCC resort. Regarding **YouTube**, it is an important video communication channel of LCC ecotourism area with clips of Western style cooking instructions, with uploaded short clips are 1- 3 minutes. We will repeat the logo of LCC to create consistency in the brand identity process for the ecotourism area.

3.5 Media tactics

Tactics refer to putting strategies into action or executing daily marketing activities with the aim of accomplishing market objectives (Bonoma, 1984). Based on the KPIs of the project and media strategy selection we decided to select three proposed tactics namely: Content Marketing, Advertising, and gamification including the following activities as can be summarized in Table 9:

Table 11. Media tactics for the project

Tactical	Activity	Description	Media channel	KPIs
Content Marketing	TVC advertising	TVC introduced Lung Cot Cau tourist area and activities.	Facebook. http://bitly.ws/HEQq	1000 view view 50 react
			Youtube. http://bitly.ws/HEQM	100 view
			Tik Tok. http://bitly.ws/HEQY	100 view
	12 clip Tik Tok (series 4 clip culinary)	Produce video segments for the purpose of disseminating information pertaining to Ẩm thực miền Tây, as well as generating content	Tik Tok. http://bitly.ws/HEQY	100 view/ clip.

	3 clip Youtube Short	centered around entertainment themes.	Youtube shorts. http://bitly.ws/HEQM	100 view/ clip.
Advertising	Facebook (TVC, Mini Game, Lucky Wheel)	Increased the importance of online forms of marketing, including social media (SM) marketing, for LCC.	Facebook. http://bitly.ws/HEQg Expense:	10,000 interaction/ per 1.000.000VND
	Tik Tok		Tik Tok. http://bitly.ws/HEQY Expense	5,000 interaction/ per 250,000 VND
Gamification	Lucky wheel	For every 1,000,000 VND/bill, visitors can participate in the "Lucky Wheel" to receive rewards.	Facebook. http://bitly.ws/HEQq	Facebook: 2000 reach React: 50
	Mini game	Players like the page comment 01 lucky number from 100-999 and tag at least 3 friends for a chance to receive a voucher.	Facebook. http://bitly.ws/HEQq	Facebook: 2000 reach React: 50

Content Marketing refers to an organizational content and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders (Jennifer Rowley, 2008). Advertising refers to the highlighting of favorable brand or product aspects in social media brand posts via paid channels (Weiger et al., 2018). In our project we use advertising to promote LCC's poetic natural image and rich and unique cuisine. Increase the recognition of LCC with tourists in Can Tho area. Finally, gamification refers to triggered at a certain point, but designing the appropriate trigger involves an understanding of where the user sits within the graph. Game-like experiences can promote both motivation by making activities feel more engaging and ability by promoting learning, achievement, and feelings of confidence (Werbach, 2014). In our project, we use gamification to attract customers to LCC, increase page likes and page interactions in a certain period of time.

3.6 Budgets and resources

Costs	Cost (VND)	Unit	Amount	Total cost (VND)	Note
CAMPAIGN CREW					
Lung Cot Cau Sponsor	1.000.000 750.000	set	2	1.750.000	Advertising TVC fanpage.

					Create a lucky wheel (mini game).
Cameraman	1.000.000	person	2	2.000.000	
Director	300.000	person	1	300.000	
Technology assistant	100.000	person	1	200.000	
Helper	200.000	person	8	1.600.000	
Scriptwriter	200.000	person	2	400.000	
Costume	50.000	set	1	50.000	
Editor Tik Tok	200.000	person	2	400.000	
Editor TVC	200.000	person	1	200.000	
CONTENT PRODUCTION					
Content & copywriting	200.000	person	2	200.000	
Graphic designer	200.000	person	2	400.000	
Food ingredients to take a video and a photo	300.000 700.000	set	2	1.000.000	
Provisional:				8.500.000 VND	
Budget estimates 10%				850.000 VND	
Total				9.350.000 VND	

3.7 Risk management

Risk management is an important part of the project implementation plan to prevent and handle issues. Our project includes outdoor activities for filming and photo shooting in addition to objective conditions. We have included the following risk management matrix as in Table 10.

Table 12. Risk management matrix

Risk impact	Risk likelihood	Prevention solution	Handling solution	Trigger Action
COVID-19 epidemic infection	Low - Medium	Applying alcohol sanitizer regularly and wearing a mask	The members infected with COVID-19 will work from home, the rest of the members strengthen disinfection and wear masks when working.	When detecting a member showing signs of cough, fever, sore throat.

Rainy weather: Health of the crew and filming progress and may affect the filming equipment,	Medium - High	Check weather forecast always have raincoats and tarps ready for equipment.	Perform evacuation and cover while shooting outdoors if possible, flexibly change plans to indoor locations not affected by the rain	
Out of camera battery, damaged lens, missing memory card, out of memory card space, etc.	High	Always double-check equipment before filming begins.	Find the nearest power source and recharge the devices, or search for a replacement if lost, missing, or damaged.	Detecting lost, missing equipment. Or broken
Expenses may be wasted or overspend.	Medium	Make a spending plan, record and report to the accountant of the production team.	Rebalance spending to cut items that are not really necessary or can be removed to optimize costs.	When spending exceeds the original budget

CHAPTER IV. PRE-PRODUCTION

4.1 Pre - production for campaign

4.1.1 Content pillars and direction

As indicated by Mohit Tiwari and Tripti Tiwari in their study titled "Motivations on the Use of Dynamic Determinants Social Media Usage Opportunities: An Empirical Study" published in the International Journal of Disaster Recovery and Business Continuity (Volume 11, Issue 1, 2020, pp. 1717-1727), social media usage motivation can be attributed to six key factors. These factors encompass Entertainment, Connect and Share, Promotion, Education, Inspiration, and Social Media. In alignment with the findings of this research, the content pillars adopted in our approach predominantly revolve around four primary categories: Entertaining, Promotional, Inspirational, and Education content.

The content pillars for LCC, identified through customer preferences in our survey, comprise of different categories: Entertaining, Promotion, Inspiration, and Education. The entertaining aspect encompasses content related to popular trends, quotes, and relatable life stories. Promotion entails the promotion of goods, products, services, and discounts. The inspiration category encompasses content featuring inspirational quotes, facts portraying reality, and posts showcasing individuals engaged in positive activities. The educate pillar includes informative posts containing tips and tricks for the audience. Our survey results indicate that a majority of LCC customers (54%) prefer Entertaining content, followed by Promotion (22%), Inspiration (19%), and Education (5%). These content pillars, along with the respective preferences, have been summarized in the accompanying table.

Figure 8. LCC customers' content types

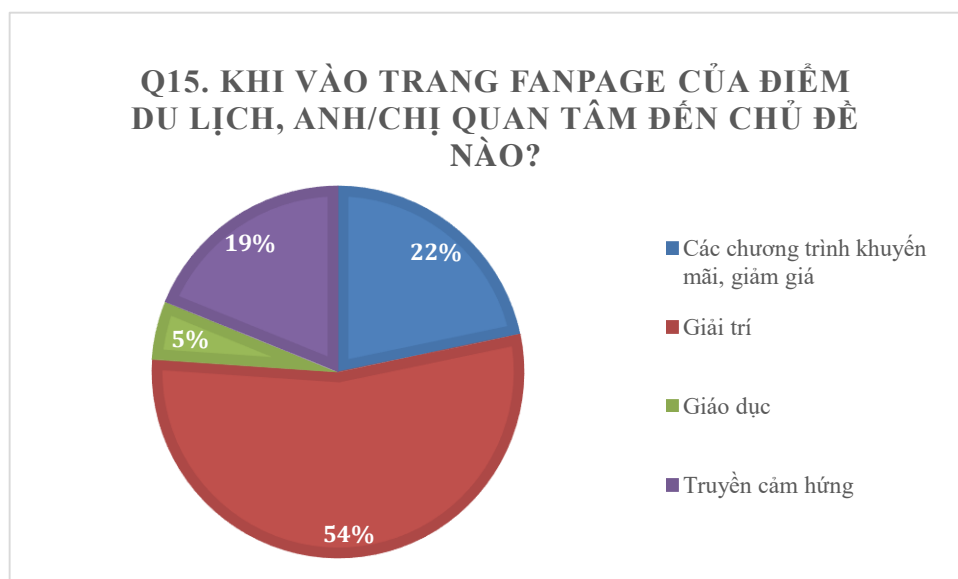


Table 13: The project's content pillars and direction

Goals	Applying social media for promoting ecotourism Lung Cot Cau tourist area
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Insight		The campaign's target audience is middle-aged people who love to travel, love nature and always want to discover new things in life and deep experiences in ecotourism. Especially directly experiencing the cuisine of the Southwest region. These customers appreciate the positive effects that nature and the ecological environment have on them on their mental and physical health. They see nature-based activities and outdoor recreation as opportunities for exercise, stress relief, and rejuvenation.			
Big Ideas		Trải nghiệm thiên nhiên, ẩm thực đất Miền Tây			
Key Message		“Ghiền ẩm thực Miền Tây - Đến ngay Lung Cột Cầu”			
	Topic	Entertaining	Promotion	Inspirational	Education
		Trend Quotes Life stories	Promotion of goods and products Promotion of services and discounts.	Inspirational quotes Facts showing reality Post of real people that are engaged in good activities	Posts that are informative Tips and tricks
1	Lẩu mắm - đặc sản gây thương nhớ vùng đất miền tây				FB
2	Bữa trưa đồng quê cùng lung cột cầu				FB
3	Thi xong rồi, cùng gia đình tới Lung Cột Cầu xả thôi			Photos of customer FB	
4	Top 10 món ngon tại LCC (Phần 1)			Photos of food at LCC FB Video Tik Tok	
3	Đi đâu xả stress bây giờ?			Photos of customer FB	
5	TVC			Video Youtube, FB, TikTok	
6	Người bạn chúng ta nên trân trọng mỗi chuyến du lịch	Photos of customer FB			
7	THỬ VẬN LIÊN TAY - NHẬN NGAY VOUCHER		Design photo FB		
8	Top 10 món ngon tại LCC (Phần 2)			Photos of food at LCC FB	
9	Cô Ba này nhà ở 65 Cần Thơ nha	Video Tik Tok, Youtube Short			

10	Đi đâu không quan trọng, quan trọng bạn đi với ai.			Photos of customer FB	
11	7749 kiểu chụp ảnh chụp ảnh khi đi du lịch và kết quả	Photos of customer FB			
12	Nấu ăn cùng anh ba Hưng 1	Video FB, TikTok, Youtube Short			
13	Nấu ăn cùng anh ba Hưng 2	Video FB, TikTok, Youtube Short			
14	Nấu ăn cùng anh ba Hưng 3	Video FB, TikTok, Youtube Short			
15	Nấu ăn cùng anh ba Hưng 4	Video FB, TikTok, Youtube Short			
16	Công bố kết quả Mini Game		Design photo FB		
17	Ăn thả ga - Nhận nhiều ưu đãi		Design photo FB		
18	Ăn mọi lúc - mọi nơi tại Lung Cột Cầu	Video FB, TikTok, Youtube Short			
19	Sự khác biệt giữa NGƯỜI TA và TÔI khi chèo xuồng.	Video FB, TikTok, Youtube Short			
20	Khách hàng nghĩ gì về khu du lịch Lung Cột Cầu? P1	Video Tik Tok, Youtube Short			

21	Khách hàng nghĩ gì về khu du lịch Lung Cột Cầu? P2	Video Tik Tok, Youtube Short			
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4.1.2 Human resources

Table 14 provides the details of human resources employed in our project.

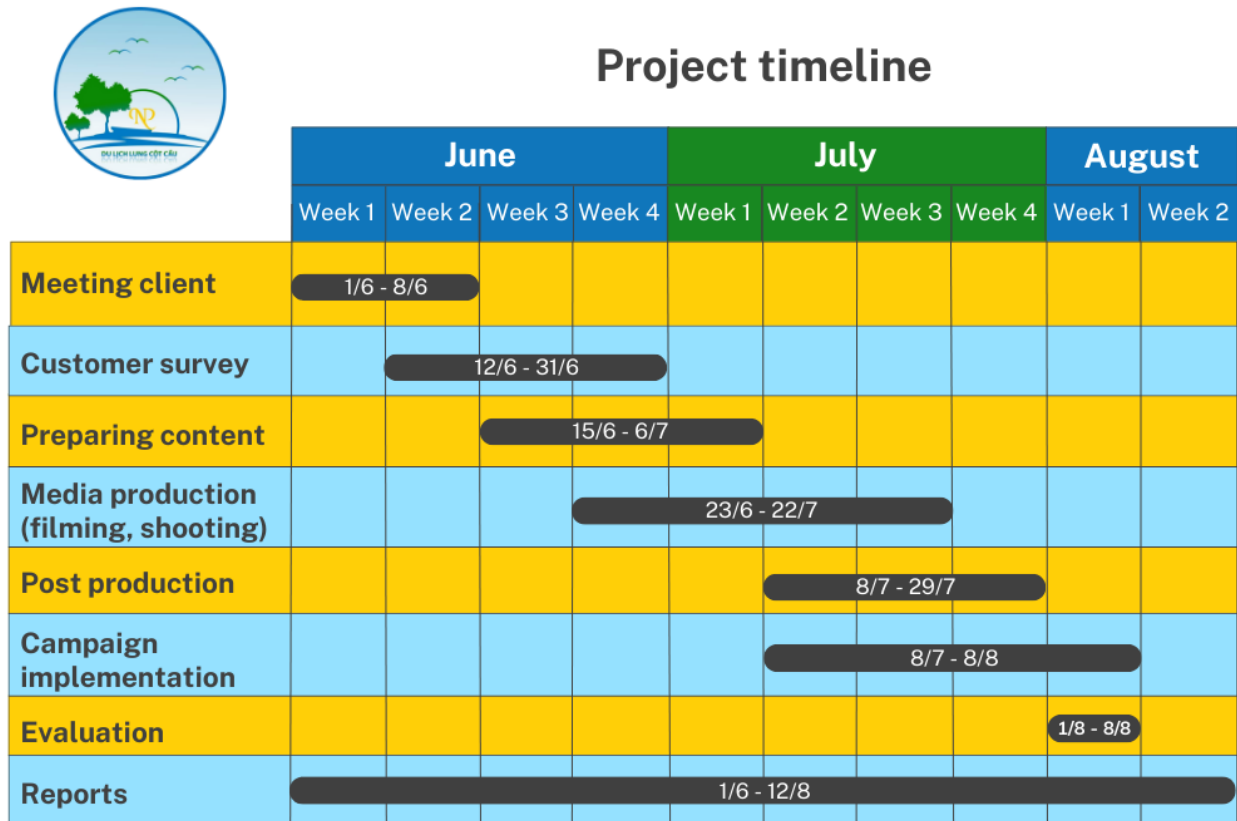
Table 14: Project's human resources planning

Job title	Quantity	Name
CAMPAIGN CREW		
Cameraman	2	Nguyễn Lê Khải Hoàng Nguyễn Hồng Ái
Director	1	Phạm Thiên Long
Technology assistant	1	Lê Minh Triết
Helper	8	Nguyễn Thị Thảo Phạm Quý Hiền Lâm Hải Yên La Như Quỳnh Phan Tấn Phát Nguyễn Ngọc Minh Thư Nguyễn Hải Đăng Trần Hạnh Ngân
Scriptwriter	2	Phạm Minh Hưng Phạm Thiên Long
Editor Tik Tok	2	Nguyễn Lê Khải Hoàng Phạm Minh Hưng
Editor TVC	1	Nguyễn Lê Khải Hoàng
Lung Cot Cau Manager	1	Bùi Thị Đưa
CONTENT PRODUCTION		
Content & copywriting	2	Phạm Minh Hưng Lê Minh Triết
Graphic designer	2	Nguyễn Lê Khải Hoàng Phạm Minh Hưng

4.1.3 Timeline

The project timeline is summarized in figure 9

Figure 9: Project timeline



4.1.4 Budget for campaign

The total budget for the campaign is 6.776.000 VND, with details summarized in table 15

Table 15: Budget planning for the campaign

Costs	Cost (VND)	Unit	Amount	Total cost (VND)	Note
CAMPAIGN CREW					
LCC Sponsor	1.000.000 750.000	set	2	1.000.000 750.000	Advertising TVC fanpage. Create a lucky wheel (mini game).
Cameraman	500.000	person	2	1.000.000	
Director	200.000	person	1	200.000	
Technology assistant	100.000	person	1	100.000	

Helper	120.000	person	8	960.000	
Scriptwriter	100.000	person	2	400.000	
Costume	50.000	set	1	50.000	
Editor Tik Tok	100.000	person	2	200.000	
Editor TVC	100.000	person	1	100.000	
CONTENT PRODUCTION					
Content & copywriting	100.000	person	2	200.000	
Graphic designer	100.000	person	2	200.000	
Food Ingredients to take a video and a photo	300.000 700.000	set	2	1.000.000	
Provisional:				6.160.000 VND	
Budget estimates 10%				616.000 VND	
Total				6.776.000 VND	

4.1.5 Product placement

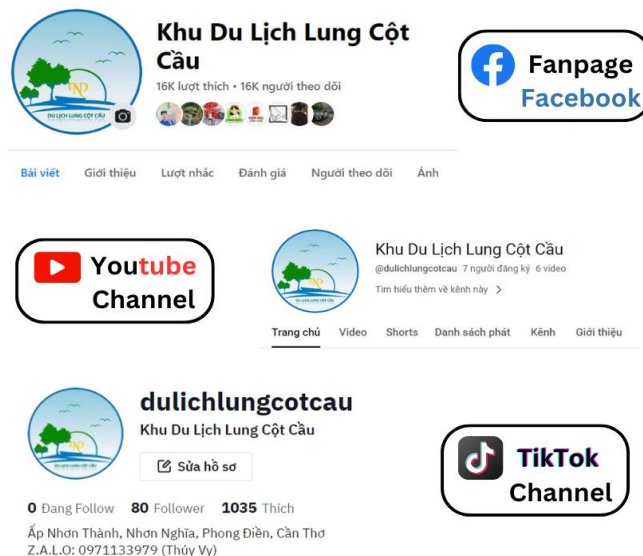
For social media posts, we will use watermarking to place the LCC logo on all images and graphics shared on social media. This helps prevent unauthorized use of content while increasing brand visibility. An example of the product placement in the campaign social media posts is indicated in figure 10.

Figure 10. Product placement in an example post



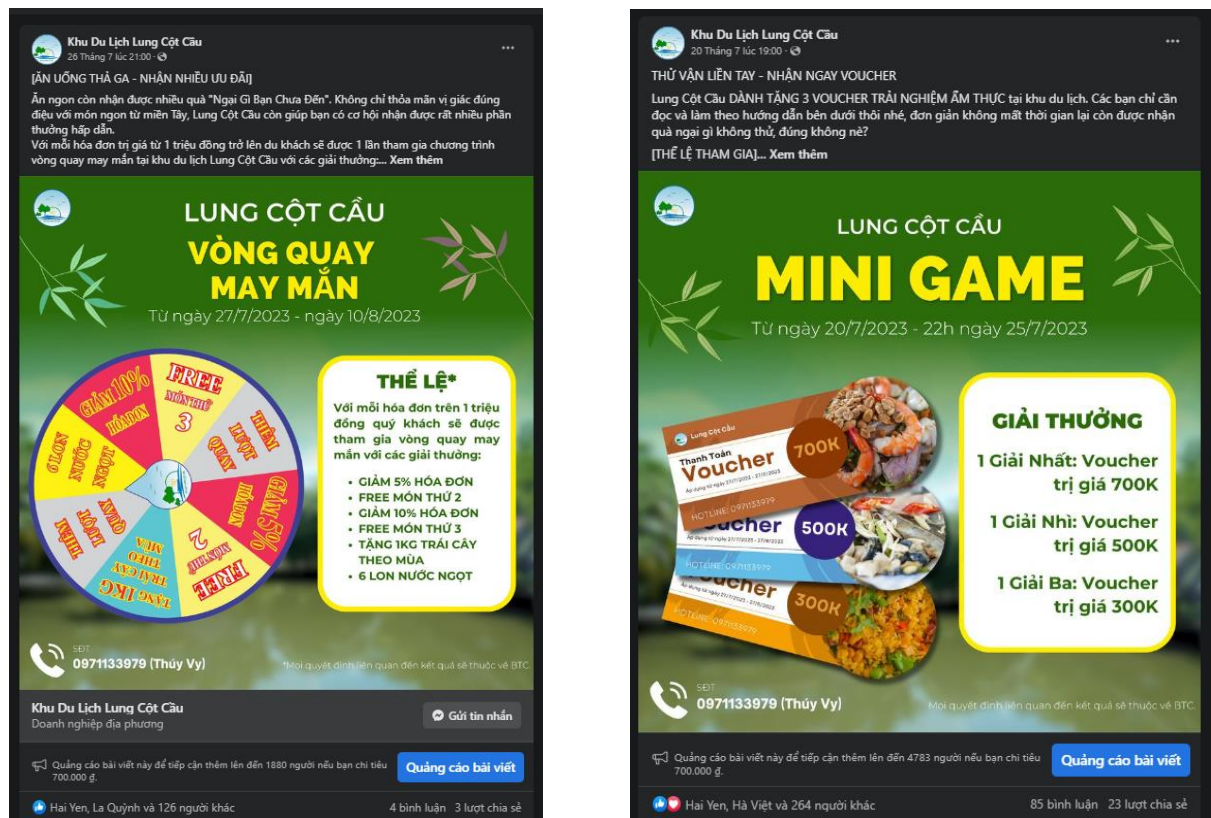
As per the profile and cover photos, we make sure that social media profiles feature the brand logo as the profile picture and incorporate it into the cover image design. The design of the logo is consistent across platforms to create synergy among channels in boosting brand recognition.

Figure 11. LCC logo is featured consistently across the project's channels



Regarding the posts for contests and giveaways, we organize contests or giveaways that require participants to create and share content related to LCC, including the logo. This generates excitement and spreads the brand message.

Figure 12. LCC logo is appear on fanpage posts



4.2 Pre - production for media production (TVC)

4.2.1 Script

SCENE	Camera	Setting	Action	Audition
1	Wide angle	Day. LCC Entrance gate.	- Logo Lung Cột Cầu	Music
2	Close-up angle	Day. LCC natural environment	- Branches and leaves swaying in the breeze - A decorated tree with many red ribbons.	Music
3	Wide angle	Day. LCC parking area.	- Text :“Tận hưởng không gian yên bình”	Music
4	Close-up angle	Day. LCC natural environment	- Tree - Flower, bee and butterfly - Route	Music, sound effects

5	Wide angle	Day. Scenic water stage pond of the tourist area.		Music
6	Wide angle	Day. Lake corner	- Tourists rowing boats.	Music
8	Close-up angle	Different types of fruits available at LCC	- Mangosteen - Rambutan - Burmese grape - Jackfruit - Avocado	Music
7	Close-up angle	Fire stove	- Text “Thưởng thức ẩm thực miền sông nước” - Flames flickering and burning. - Grilled fish - Grilled rat	Music, sound effect
8	Close-up angle	Dining table	- Deep-Fried giant gourami - Lau Mam (hot pod with fermented fish)	Music
9	Wide angle	Dining table	- There is plenty of food on the table such as fried rice, fried fish, hotpot, Goi Ga (vegetables mixed with chicken and sweet sour sauce),....	Music
10	Wide angle	Dining table	- Family including parents, children, friends enjoying the food	Music
11	Wide angle	Show top dishes and scenes of people eating and drinking	- Food on the table -The family gathers around the table to eat - The hot pot is boiling with smoke	Music
12	Wide angle	Lake and stage looking down from above	- The scene fades to the LCC logo appearing - Text: “Ghiền ẩm thực miền Tây – Đến ngay Lung Cột Cầu” Text: “Quốc lộ 61c, xã Nhơn Nghĩa, huyện Phong Điền, Tp. Cần Thơ”	Music

4.2.2 Human resources

The main persons-in-charge are our group members who play the role of cameraman, director, technical assistant, editor. In addition, we have employed one more cameraman Ms.Nguyen Hong Ai and Bui Thi Dua, who is in charge of LCC manager. Table 16 summarizes your human resources for TVC production

Table 16: Human resources for media Production

Job title	Quantity	Name	Note
MEDIA PRODUCTION CREW			
Cameraman	2	Nguyen Le Khai Hoang Nguyen Hong Ai	
Director	1	Pham Thien Long	
Technical assistant	1	Le Minh Triet	
Scriptwriter	2	Pham Minh Hung Pham Thien Long	
Editor TVC	1	Nguyen Le Khai Hoang	
Lung Cot Cau Manager	1	Bui Thi Dua	

4.2.3 Cost for the media production

Table 17: illustrates our planning for the cost or TVC

Table 17: Cost of media production

Costs	Cost (VND)	Unit	Amount	Total cost (VND)	Note
ON-SET CREW					
Cameraman	100,000 300,000	person	2	400.000	
Director	200.000	person	1	200.000	
Technology assistant	100.000	person	1	100.000	
Scriptwriter	100.000	person	1	100.000	
Food ingredients to take a video and a photo	500.000 1.500.000	set	2	2.000.000	
Editor TVC	300.000	person	2	600.000	
Provisional:				3.400.000 VND	
Budget estimates 10%				340.000 VND	
Total				3.740.000 VND	

Total expense of group project

Expense for campaign	6,776,000 VND
Expense for media production (TVC)	3,740,000 VND
Total	10,516,000 VND

4.2.4 Production kit

The production kit includes location, equipment and probes as described in table 18.

Table 18: Production kit for media production

Category	Category name	Description of use
Location	LCC ecotourism area:	Finding the context to conduct content production and filming for TVC.
Props	Cooking ingredients, spices, knives, plates.	For the production of Tik Tok cooking series
Equipment	Sony camera, gimbal Ronin, laptop MSI, Acer, Lenovo.	Serving the filming and editing process of TVC, Tiktok cooking series, photography and video production of content posted on platforms.

4.2.5 Product placement

To enhance the visibility of the brand LCC, we have embedded the logo into different parts of the TVC, Posts on social media.

- Logo Animation: Create an engaging logo animation that smoothly transitions into the main content of the TVC. This not only captures viewers' attention but also reinforces brand recognition.
- Ending frame: Place the logo prominently at the end of the commercial alongside relevant contact information and a call to action. This ensures that viewers have a clear and lasting impression of the brand.

Figure 13. Appears at the beginning and end of TVC



CHAPTER V. IMPLEMENTATION/ PRODUCTION AND DISTRIBUTION

5.1 Overview of the implementation plan

Our aim is to help people know more about the beauty of LCC and encourage them to support eco-friendly travel through platforms like Facebook, TikTok, and YouTube. From January 6, 2023 to December 8, 2023, we set specific dates for tasks such as making content, filming, and launching the campaign. We're using different equipment including cameras, drones, and software for editing. We also adjusted our plans based on what's practical, like focusing more on TikTok instead of YouTube. We've planned for risks and solutions too. After everything is done, we'll hand over the project to the LCC owner along with reports and media products we've created.

5.2 A Scope statement

This project aims to promote LCC eco-tourism area using media production products which are produced and filmed at the peaceful LCC eco-tourism site and distributed on social media. The project involves creating interesting stories about the natural beauty of LCC, creating eye-catching images and sharing them on popular social networking sites. The main goal is to help more people learn about the wonderful nature of LCC and encourage them to support eco-friendly tourism through social networks.

5.3 Outline of deliverables

Figure 14. Typical post



Figure 15. TVC scenes

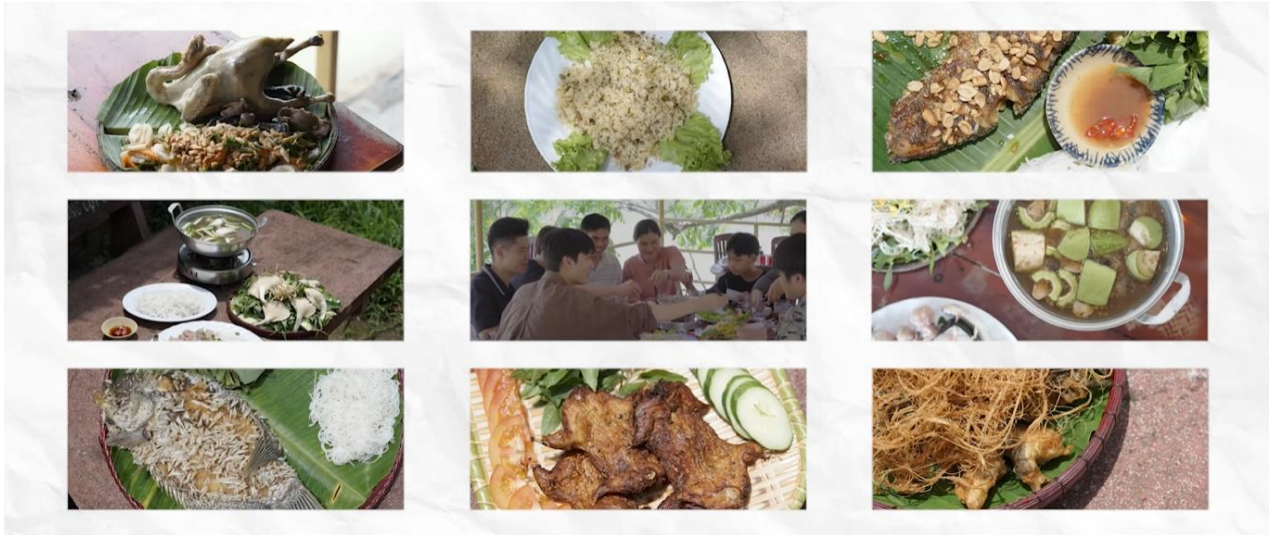


Figure 16. YouTube shot



Figure 17. TikTok scenes



5.4 Task due dates

Table 19: Task due dates

Task	Due date
Meeting Client	8/6/2023
Customer Survey	31/6/2023
Preparing Content	6/7/2023
Media Production	22/7/2023
Post Production	29/7/2023
Campaign Implementation	8/8/2023
Evaluation	8/8/2023
Reports	12/8/2023

5.5 Resources

Regarding the shooting process, we have used shooting equipment including Sony a6500 camera, DJI Mavic Mini Flycam, Iphone, Samsung phones), MSI, Lenovo, Acer, Dell laptops for editing clips and photos, writing content posted on websites.

In addition, based on The large area of LCC tourist area with contexts to make beautiful shots and angles during the production, we have called for and received support from their friendly and helpful staff. To provide a realistic image of the tourist area, we have invited some staff to cast in our TVC and videos In the post-production step, the software Canva, Photoshop, Premiere Pro, CapCut..... are used in the process of editing photos, merging TVC clips and other videos in the campaign.

As per communication campaign, we have used the LCC fanpage which has quite good performance on fans and followers. Available logos have been used for a long time to be merged into photos or clips to increase brand recognition for the LCC ecotourism area. Based on the brand identity featured on the fanpage, we have built two new communication channels namely TikTok and Youtube to enhance the tourist area's online presence.

5.6 Rationales for amendments

Most of the project components were aligned with what we had planned. Exceptionally, our team intends to run a cooking video series with a length of 10 to 20 minutes on the Youtube platform with the aim of showing viewers the delicious dishes of the Vietnamese Southeast region featured in the image LCC ecotourism area. However, due to the busy schedule of the host, the chef and the special requirements of the setting, we have adjusted the plan and instead launched another cooking series that requires simpler preparation to replace and upload to the TikTok platform. We have changed our emphasis from YouTube to Tiktok because he results from the survey show that the three most preferred social media are TikTok and YouTube at 24%, 14% respectively for customers available at LCC 18%, 12% for potential tourists in Can Tho city and surrounding provinces as previously indicated in Table 9.

5.7 Risk and management

Table 20: Risk and management matrix

Risks Post Media Production	Handling solution
Out of camera battery, missing memory card.	Ask a friend to bring a memory card and batteries to complete the filming schedule for the day.
Due to various reasons such as weather, personnel, equipment, etc., there has been a delay in media production. Leads to media products not being posted as scheduled.	Rearrange schedules, post finished media products in advance, and continuously track the progress of late tasks.
The actress canceled the appointment within a very short notice.	Change the script, take advantage of the available actors.
Risks Post Campaign	Handling solution
Delay campaign progress, have not completed the proposed work on time.	Rearrange schedules, post finished media products in advance, and continuously track the progress of late tasks.
Insufficient information for human resource parties in the enterprise.	Immediately contact me to apologize and correct information to avoid offending insiders.
The actress canceled the appointment within a very short notice. Therefore, it is not possible to complete the content related to her.	Change the plan and the content replaces the lost content.

5.8 Distribution

At LCC tourist area on August 9, 2023, the group met Ms. Viet Ha, deputy director of “NGUYEN PHAM TOURISM TRADING SERVICES COMPANY LIMITED” to handover the project:

- Report completed work
- Evaluate the media products that the team has made and returns the right to manage social network accounts including:
 - Facebook: 21 posts; 8 reels
 - Youtube: 3 videos; 13 shorts
 - Tik Tok: 12 videos
- Accounting reports and payments.
- Handing over the image source of LCC.

5.9 Filming angle setting

Table 21: Filming angle setting

SCENE	Camera Angle	Equipment	Function
1	Wide-angle shot	DJI Mavic Mini Pro 3, Sony a6500 & lens 18-105	Showcase the vastness, beauty, and grandeur of the location. Wide-angle shots allow capturing a broader perspective, which can effectively portray the scenic landscapes, architectural marvels, and

			overall ambiance of the tourist spot. These shots immerse the viewers in the destination, evoking a sense of awe and desire to visit the place. Additionally, wide-angle shots can create a dynamic and visually captivating TVC, making the audience feel like they are part of the experience, enticing them to explore the featured tourist destination further.
2	Medium shot	Sony a6500 lens 18-105 f4 lens 50 f1.8	Focus on the subject or actor while still providing context and surroundings. This shot captures the subject from the waist up, allowing the audience to see their facial expressions, body language, and interactions clearly. The center shot creates a sense of intimacy and connection with the subject, making it suitable for showcasing activities, experiences, or interactions at the tourist spot. It strikes a balance between the wide-angle shot and the close-up shot, offering a more personal and engaging view of the subject while still highlighting the environment and atmosphere of the tourist destination.
3	Close-up shot	Sony a6500 lens 18-105 f4 lens 50 f1.8	<ul style="list-style-type: none"> • Creating Intimacy • Showcasing Details: • Eliciting Emotional Connection • Enhancing Authenticity • Engaging the Audience • Showcasing Activities and Experiences <p>Plays a crucial role in creating an emotional connection, highlighting unique features, and sparking interest among the target audience, ultimately encouraging them to choose that destination for their next travel experience.</p>

5.10 Shooting day

Table 22: Filming angle setting

Date	Equipment	Shooting
26-06-2023	Sony a6500 lens 50 f1.8	Conduct a comprehensive cinematographic documentation encompassing medium and close-up shots that intricately capture a diverse array of dynamic activities, picturesque landscapes, delectable fruits, and tantalizing culinary

		masterpieces.
02-07-2023	Sony a6500, lens 18-105 f4, lens 50 f1.8 Flycam DJI Mavic Mini Pro 3	Conduct comprehensive cinematographic documentation at LCC Ecotourism, focusing on the enchanting fruit orchards and utilizing the unique natural setting to capture breathtaking visuals. Incorporate cinematographic techniques such as aerial shots to provide a panoramic perspective and enhance the promotional effectiveness of this idyllic eco-tourism destination. Additionally, emphasize the interaction of tourists with the natural environment, showcasing authentic scenes of engaging activities like fruit picking, savoring local delicacies, and participating in exciting ecotourism ventures within LCC Ecotourism."

5.11 Final film

Facebook: <https://www.facebook.com/dulichlungcotcau/videos/295602859687751>

Youtube: <https://www.youtube.com/watch?v=ve9MsIL4Zr4>

Tiktok: <https://www.tiktok.com/@dulichlungcotcau/video/7257871390467034375>

5.12 Launching online/ offline:

Table 23: Launching online date and time

Launching Date/Time	Channel
19:00, 19/07/2023	Facebook
19:00, 20/07/2023	Tik Tok
19:00, 20/07/2023	Youtube

CHAPTER VI. POST-PRODUCTION & EVALUATIONS

6.1 Implementation analysis

Activities related to writing articles and taking photos went according to plan, because writing content and taking photos did not take much time to produce.

Filming and video editing activities are often delayed due to the filming and editing process having many problems with equipment, scenes and the influence of weather. In addition, the process of feedback and brainstorming ideas about TVC also makes the editing process time-consuming.

The process of uploading videos to the platform also has some visual and audio issues due to viewer feedback that must be corrected accordingly.

6.2 Collecting and analyzing outcome(s) of the project

Table 24: Table of for analyzing and presenting the outcomes of the Facebook campaign

SN	Platform	Facebook (KPIs)	Actual Result
1	Post reach	13,885	40,096
2	Post like	300	4,938
4	Impressions	16,681	40,949
5	Share	20	76
4	Interaction	406	1,493
5	Video views (second)	5,933	271,204

The campaign carried out on the LCC fanpage witnessed remarkable success, as evidenced by various key performance indicators compared to June. The post reach, which measures the number of unique individuals who viewed the posts, surpassed the predetermined target, indicating a wide audience reach and visibility. Additionally, the number of post likes exceeded expectations, demonstrating strong engagement and positive reception from users. Impressions, which indicate the total number of times posts were displayed, also surpassed the set targets, highlighting the increased visibility and exposure of the campaign. The campaign's share ability was evident through the number

of shares recorded, which exceeded the established goals, showcasing the content's appeal and its ability to resonate with users. The level of interaction observed on the fanpage surpassed expectations, with users actively engaging through comments, reactions, and sharing, leading to a vibrant online community. The video views, measured in seconds, surpassed the set targets, indicating the high level of interest and engagement with the video content.

Figure 18: Fanpage Karma

Source: retrieved from Fanpage Karma





Metrics Overview						
Name	Fans	Follower	Number of posts	Engagement	Number of Reactions, Comments & Shares	Page Performance Index
 Khu Du Lịch Lung Cột Cầu @dulichlungcotcau	16k	17k	27	0.24%	1.1k	23%
 Vườn Trái Cây 9 Hồng @vuontraicay9hong	2.7k	3.0k	4	0.19%	137	⊖
 Vườn Sinh Thái Lung Tràm @dulichlungtram	5.3k	8.3k	9	0.13%	192	⊖
 Du lịch sinh thái Phi Yến . @phiyenecotourism	1.9k	2.4k	2	0.089%	47	⊖
 Khu cắm trại - dã ngoại Bà Hiệp @bahiepcamping	5.9k	6.6k	11	0.028%	45	⊖
Average	6.4k	7.4k	11	0.14%	302	23%

Figure 18 shows the performance of LCC fanpage against its competitors. As can be seen, within the 28 days from July 10-Aug 6, LCC fanpage has posted 27 posts and maintained the highest engagement rate compared to other competitors, with 1,100 reactions, comments, shares and achieved 23% in page performance index. This shows the successful outcome of our project.

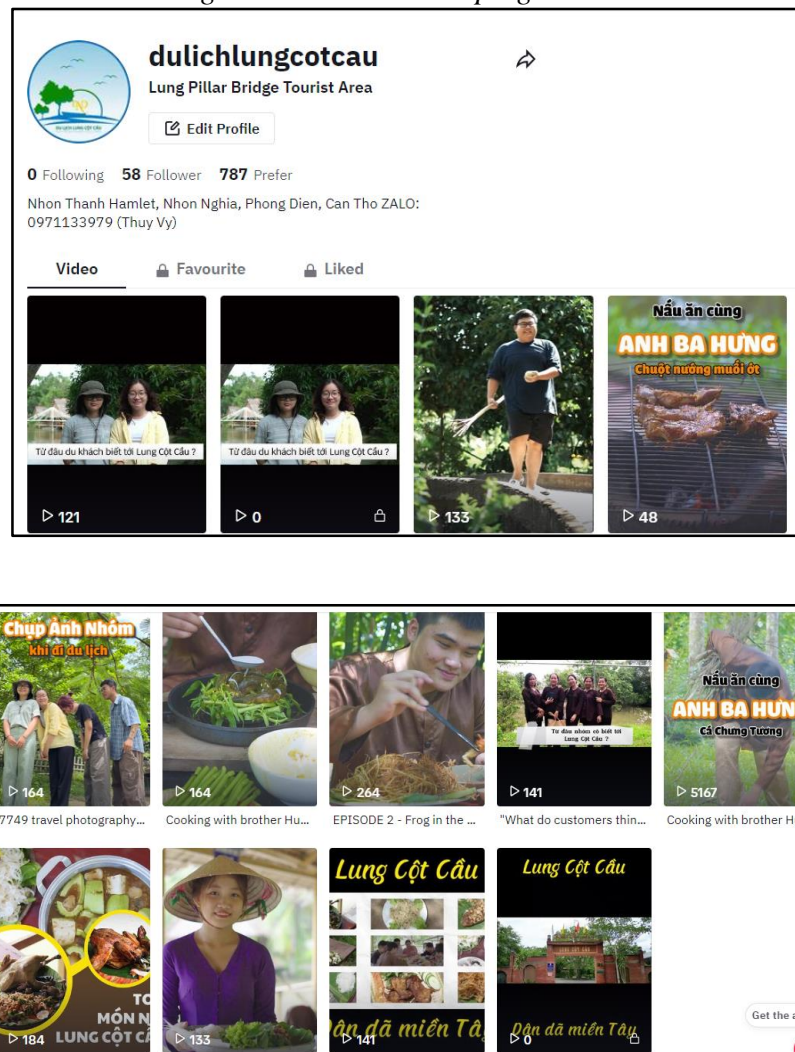
Table 25: Facebook fan page advertising statistics

	Time	Interaction	Impression	Expense (VND)	Expense per interaction (VND)
TVC	21/7 - 25/7	10,543	15,736	245,932	23
Mini game	21/7 - 26/7	299	12,567	482,583	4,920
Lucky Wheel	29/7 - 1/8	117	4,742	127,891	1,093
Total (VAT 5%)	21/7 - 25/7 29/7 - 1/8	10,959	28,303	856,406 1.053000	78

The ensuing advertising statistics yield valuable discernments concerning financial resource allocation, user engagement, impression metrics, and the expenditure incurred per individual instance of interaction. Extending across an approximate duration of one month, the campaign encompassed a cumulative total of three distinct advertisements disseminated through posts on the LCC fanpage. In contrast to the preceding Key Performance Indicators (KPIs), wherein the TVC attained the established objective, the quantified instances of user interactions exhibited a range spanning from 115 to 10,543, corresponding to the lower and upper echelons of interaction frequency, respectively.

Furthermore, financial outcomes are documented at VND 1,053,000 with a 5% (VAT), as opposed to the targeted value of VND 1,000,000.

Figure 19: Tik Tok campaign results



After approximately one month of campaign implementation, the Tik Tok Lung Cot Cau channel has published a total of 12 videos, with view counts ranging from 121 to 5,193 (the lowest and highest observed respectively).

Table 26: TikTok advertises Statistics

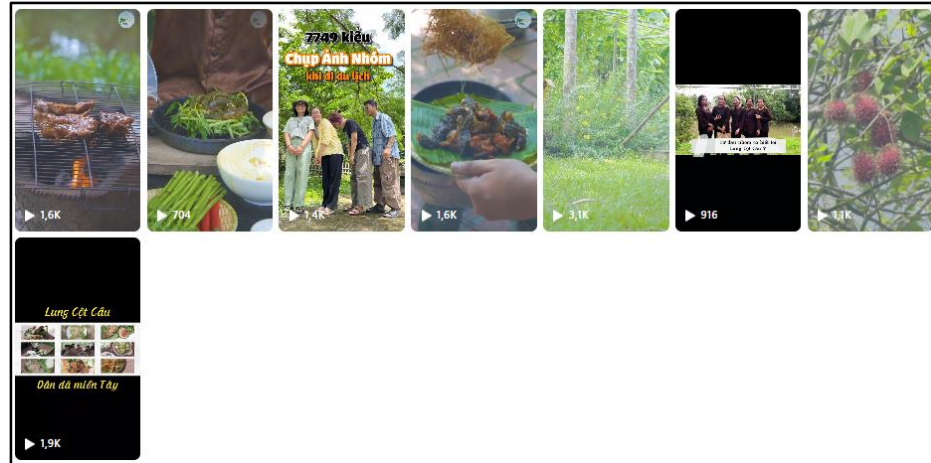
	Time	Views	Comments	Expense (VND)
Cooking clips: Giant fish steam	1/8 - 3/8	6443	53	250,000 (VND)

The resultant advertising statistics offer noteworthy insights concerning the viewership and commentary garnered on the TikTok channel of the LCC during the period spanning from August

1st to August 3rd. In comparison to the metrics previously defined, the documented instances of interactions manifested as 6,443 views and 53 comments. The financial outcomes are recorded at an amount of VND 250,000, aligning with the designated target value of VND 250,000.

a. Reels

Figure 20: reels result



The key performance indicator (KPI) obtained from on the Reels platform provide valuable insights into the success and reach of the content. Over a span of approximately one month, the channel managed to post a total of 8 videos, each contributing to the overall engagement metrics. It is worth noting that the number of views recorded ranged from 701 to 3,100, representing the lowest and highest counts respectively. These KPIs demonstrate the varying levels of interest and reception generated by the videos, with certain content pieces garnering significantly more attention than others. Such fluctuations in the view count indicate the importance of content strategy and audience preferences.

b. YouTube Short

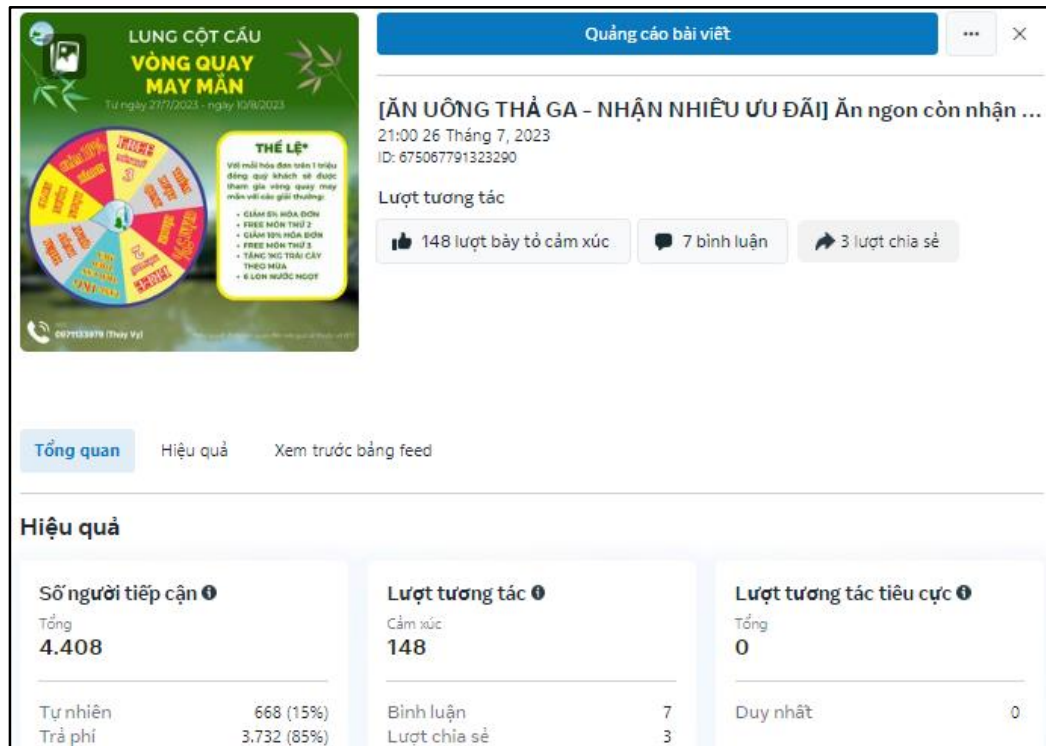
Figure 21: YouTube short result



The documented performance metrics substantiate that the Key Performance Indicator (KPI) designated for the YouTube Short platform has exceeded the predefined objectives concerning view counts, encompassing a spectrum from a minimum of 201 views to a maximum of 893 views.

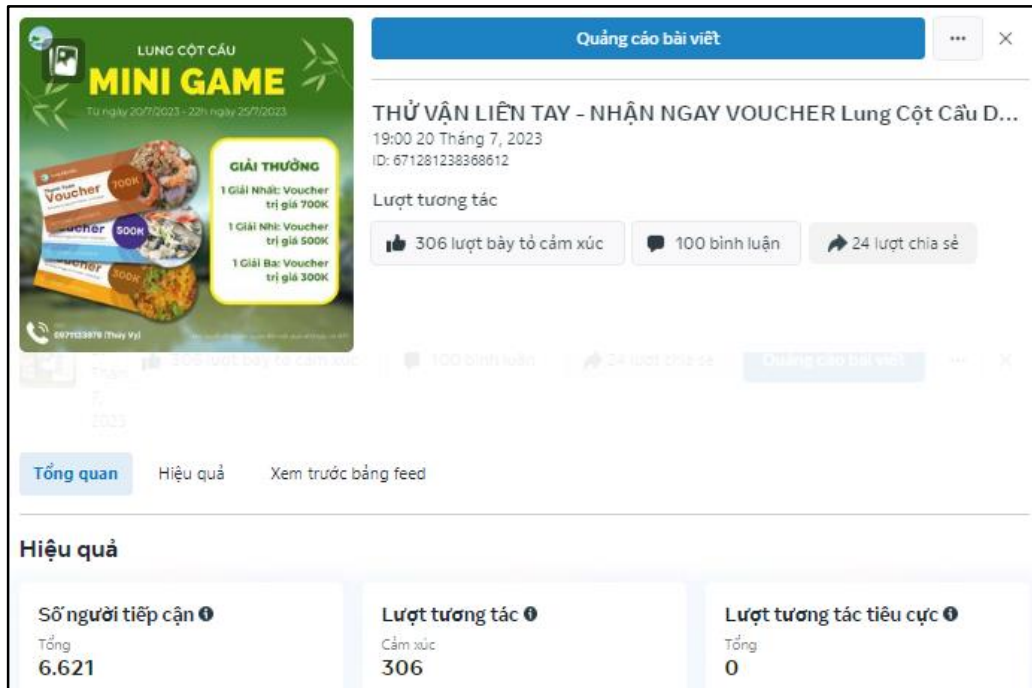
c. Lucky wheel

Figure 22: Minigame result



	KPIs	Actual Results
Reach	2000	4408
React	50	148

d. Mini game



	KPIs	Actual Results
Reach	2000	6621
React	50	306

6.3 TVC Media production result statistic

Launching Date/Time	Channel	Result	Date of report
19/07/2023	Facebook	View: 14.300 React: 94	08/08/2023
20/07/2023	Tik Tok	View: 144 Like: 7	08/08/2023
20/07/2023	Youtube	View: 18 Like: 4	08/08/2023

6.4 Client feedback

During the distribution session with the owner of LCC, Ms. Nguyen Pham Viet Ha has given feedback on the group's project and attitude. Figure 23 shows that the client has agreed with our content in terms of text, photos and video. Ms. Ha has evaluated that the posts we made on fanpage received good interactions and the group has demonstrated a good attitude.

Figure 23 LCC's owner feedback



“

- TVC nội dung dễ hiểu, hình ảnh chân thật, sinh động
- **Bài đăng tốt nhiều tương tác, nội dung, hình thức chuyên nghiệp**
- Thái độ làm việc của các em tốt, nghiêm túc và rất nhanh nhẹn

NGUYỄN PHẠM VIỆT HÀ
Vice President of NGUYEN PHAM
TOURISM TRADING SERVICES COMPANY

**feed
Back**

CHAPTER VII. CONCLUSIONS

7.1 Conclusions

To promote the full potential of communication development for Lung Cot Cau on social networking platforms: Facebook, Tik Tok, Youtube (11 posts, 12 videos) in which:

- 1 TVC to establish and promote a new perspective to potential and existing customers of Lung Cot Cau.
- 11 posts to maintain interaction, create excitement for customers through posts.
- 12 Tik Tok videos (including TVC) to spread more widely the information through videos to help Lung Cot Cau closer to the audience.

7.2 Limitations

The limitation that our team encountered during the implementation of the campaign was

- Equipment problems caused a long delay in video recording and TVC
- The busyness of the host and the chef caused the cooking series on Youtube to be canceled and replaced with a simpler series to upload to TikTok.
- The difference in ideas and implementation of each member causes frequent controversy.
- External factors such as continuous rainy weather or the days when customers come to the resort are too few, causing the content production process to be canceled or rescheduled to another day.

7.3 Lessons learned

The things we learned from this media campaign are:

- In order to have data for communication planning, our team has learned: not to ask questions based on personal feelings or thoughts, but on theoretical foundations of communication, social networks and ecotourism. thai. In the process of data processing, we also recognized errors that need attention to avoid repetition in the following surveys such as missing demographic information.
- Members learn how to work together most effectively. Because of each member's personal opinion, controversy often occurs and disintegrates the group. Therefore, members need to agree with each other on attitudes, opinions, and ways of communication to reduce the bad effects when controversy occurs.
- Fanpage management experience. The team understands the process of posting on Fanpage, effective statistics of posts. Method of handling when the post does not achieve high interaction efficiency.
- Notes when meeting actual customers, the team needs to wear polite clothes, topics to be prepared to discuss with customers, during the discussion, carefully record customer requests and comments, Always keep a friendly and cooperative attitude.

- Review the knowledge learned and find ways to apply them in practice, using the SWOT model to analyze the communication characteristics of the LCC ecotourism area. Know how to read the figures from the financial statements of the business. Use the post-processed survey results to create target customers and customer personas that fit the campaign.
- The planning process should always be prepared for the unexpected. Random factors such as equipment, weather or visitors can affect content production and TVC. Therefore, it is necessary to prepare additional cameras, lenses, and backup camera batteries in case the main camera has problems. Check the weather forecast before moving to LCC when recording clips and taking photos, shooting in good sunny conditions, avoiding rain. If visitors to the LCC resort are few at the weekend, they can shoot and shoot content without the presence of guests, so that activities need the appearance of guests for another day next week.

7.4 Recommendations for the Lung Cot Cau

- **LCC needs to be more proactive in creating customer experience images.**

If LCC waits for customers to experience it before posting, it will be delayed and through the tourist season, leading to after seeing the pictures and customers coming, they will be disappointed because there are no more fruits or flowers when they arrive.

- **Add culturally relevant workshops that match the local culture.**

The current trend is to experience the local culture, if only depending on the fruit in season, it will limit the source of visitors and income. At the same time, these workshop activities will create a content source for social marketing.

- **Mini game promotion activities are more diverse.**

Randomizing numbers will become boring, so it is necessary to diversify activities such as chasing pictures, checking in on the spot to receive incentives, ... to create word of mouth effect and the program can be changed every month. to create habits for tourists.

- **Make a Can Tho travel guide.**

Although this is a necessary need, at present, no unit has implemented a forbidden book to guide tourists to the entertainment spots, historical sites of Can Tho. This will attract more tourists to Can Tho, including Phong Dien and LCC tourist area. At the same time building a professional image for Can Tho tourism.

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APPENDICES

1. Case study of social network application in promoting tourism development

1.1 “Fill your heart with Ireland” (Tourism Ireland)

Organized by the Icelandic tourism agency. “Fill your heart with Ireland” is a special campaign as it shows the special features that the country of Ireland has won the love of tourists and people living here. Thereby leading viewers to visit Iceland to experience travel. The videos will be uploaded to Youtube, in which the characters appearing in the clip are actors, indigenous people and tourists will share their experiences with the country of IceLand and compare the special features of Iceland with other countries. The videos are then shown in Iceland's key tourist markets, including the United Kingdom, the United States, Germany, France, Spain, Italy, Belgium, the Netherlands, Switzerland and other Northern Europe countries.

High-quality photos of the scene, advertising posters will also be uploaded to social networking platforms such as Facebook, Instagram, Twitter, Tiktok to increase the promotional element of the campaign.

The campaign will deliver over 100 million impressions (opportunities to view) in the first half of 2023. An additional 50 million impressions will be delivered in the second half of the year.

1.2. “I hate Thailand” (Tourism Authority of Thailand - TAT)

Produced by the Tourism Authority of Thailand (TAT), a clip was posted on Youtube by a foreign visitor named James saying that he hated Thailand after a trip. Because the people here stole James' bag, leaving him with very little money in his body, losing all his identity cards and living a difficult life. But then James received the help of Thai people to find his bag, in the process he also learned the daily life of the local people. The fact that it was not a human but a monkey that took the bag from James, the bag was returned to him. James loves the sincerity of the Thai people, so he decided to stay for another 2 years to continue to explore this country more..

The video as of May 25, 2023 has reached 4.7 million views on Youtube. The video has attracted hundreds of thousands of shares on Facebook and Twitter. Reported by major newspapers in the world such as Fox News, CBS regularly. The video won the Social Media Award at AdFest 2015. It is considered the remarkable success of the tourism promotion campaign “I hate Thailand”.

From the above two communication campaigns, it can be seen that social networks play a very important role in the process of promoting tourist areas, especially eco-tourism. With the strong spread of social networking platforms, information, messages from a video or a post, a photo will have an effective impact and increase persuasion to customers.

2. Customer analysis survey questionnaire for LCC eco-tourism area

2.1 Questionnaire number 1 (Visitors available at the LCC)



BẢNG CÂU HỎI KHẢO SÁT DU KHÁCH LUNG CỘT CẦU

Xin chào anh/chị !

Chúng tôi là nhóm sinh viên đến từ **Đại học FPT Cần Thơ** đang trong quá trình thực hiện đồ án tốt nghiệp "**Ứng dụng mạng xã hội trong xúc tiến các điểm du lịch sinh thái huyện Phong Điền, thành phố Cần Thơ: trường hợp khu du lịch Lung Cột Cầu**".

Bài khảo sát này nhằm đánh giá hành vi du lịch và sử dụng mạng xã hội của khách du lịch. Từ đó có thể đề xuất các giải pháp ứng dụng truyền thông số vào xúc tiến và phát triển du lịch tại huyện Phong Điền, thành phố Cần Thơ.

Chúng tôi xin cam đoan những thông tin anh/chị cung cấp sẽ được bảo mật, ẩn danh và chỉ sử dụng cho mục đích nghiên cứu khoa học.

Rất mong các anh/chị cung cấp thông tin một cách khách quan và trung thực để đảm bảo chất lượng thông tin. Sự đóng góp của anh/chị là động lực lớn để nhóm có cơ hội đạt được hiệu quả cao trong quá trình thực hiện đồ án. Nhóm chúng tôi vô cùng cảm kích và cảm ơn anh/chị đã dành khoảng thời gian quý báu để hoàn thành bài khảo sát này.

PHẦN 1: HÀNH VI DU LỊCH

Q1. Một năm trung bình anh/chị đi du lịch bao nhiêu lần

.....

Q2. Anh chị thường đi du lịch cùng với ai

- Đi cùng gia đình
- Đi cùng nhóm (bạn, đồng nghiệp)
- Đi cùng người yêu - vợ/ chồng
- Đi theo đoàn
- Đi một mình

Q3. Anh/ chị biết KDL Lung Cột Cầu qua kênh thông tin nào? (chọn nhiều đáp án)

- Qua mạng xã hội (Facebook, Tiktok, Youtube...)
- Qua website...
- Qua người thân bạn bè
- Qua quảng cáo
- Qua sách, báo giấy
- Vlogger, Blogger
- Khác.....

Q4. Anh/chị quan tâm đến yếu tố nào khi lựa chọn điểm du lịch? (sắp xếp yếu tố quan tâm nhất theo số thứ tự)

- Môi trường tự nhiên
- Cơ sở hạ tầng
- Dịch vụ ăn uống, tham quan, giải trí
- An ninh trật tự, an toàn
- Giá cả sản phẩm, dịch vụ

Q5. Anh/Chị thường đặt (vé) dịch vụ du lịch LCC qua kênh nào?

- Đặt qua fanpage
- Đặt qua số điện thoại
- Tôi **không** đặt chỗ trước.

Q6. Anh/chị thường hứng thú với hoạt động nào tại Lung Cột Cầu?

- Trải nghiệm văn hóa địa phương
- Trải nghiệm ẩm thực
- Hoạt động vui chơi, giải trí
- Nhìn ngắm phong cảnh đẹp
- Thư giãn, chữa lành
- Khác.....

Q7. Mức độ hài lòng của anh/chị đối với các dịch vụ tại LCC

- Rất không hài lòng
- Không hài lòng
- Bình thường
- Hài lòng
- Rất hài lòng

Q8. Yếu tố nào của điểm du lịch làm anh/ chị chú ý nhất ?

- Văn hóa - lịch sử
- Ẩm thực
- Dịch vụ
- Thiên nhiên

Q9. Sau chuyến đi này, anh/ chị có định viết review về LCC không?

- Có
- Không

Q10. Anh/ chị có định quay lại LCC không?

- Có
- Không

Q11. Sau chuyến đi này, anh/ chị sẽ giới thiệu LCC cho người thân, bạn bè

- Có
- Không

PHẦN 2: HÀNH VI SỬ DỤNG MẠNG XÃ HỘI

Q12. Nội dung được thể hiện dưới hình thức nào khiến anh/ chị quan tâm (cho nhiều lựa chọn)

- Chữ và ảnh kết hợp vừa phải
- Chữ ít, ảnh minh họa nhiều
- Video ngắn dưới 2 phút

- Video dài trên 2- 10 phút
- Video review, vlog dài từ 10 phút hoặc hơn

Q13. Mạng xã hội sử dụng nhiều nhất của anh/ chị khi nhắc đến du lịch là:

- Facebook
- Tiktok
- Youtube
- Instagram
- Zalo
- Khác.....

Q14. Anh/Chị sử dụng mạng xã hội vào mục đích gì?

- Tìm kiếm thông tin
- Giải trí
- kết nối
- Săn voucher, khuyến mãi.
- Khác.....

Q15. Khi vào trang fanpage của điểm du lịch, anh/chị quan tâm đến chủ đề nào?

- Giáo dục
- Truyền cảm hứng
- Giải trí
- Các chương trình khuyến mãi, giảm giá

Q16. Anh chị có biết đến trang fanpage của Lung Cột Cầu hay chưa

- Có
- Chưa

Q17. Anh/Chị đánh giá như thế nào về fanpage của Lung Cột Cầu

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Q18. Anh chị có cảm thấy thoải mái khi đăng các bức ảnh hay chia sẻ trải nghiệm của mình về khu du lịch sau chuyến đi hay không?

- Nếu trải nghiệm đó tốt thì sẽ đăng bài, chia sẻ trải nghiệm vui vẻ.
- Nếu trải nghiệm tồi tệ tất nhiên phải đăng bài hay nhận xét để thể hiện sự bức xúc.
- Cần những lần trải nghiệm lần sau để có đánh giá khách quan nhất.
- Mỗi chuyến đi là một trải nghiệm mới nên tôi sẽ đăng ảnh hay chia sẻ của mình bất kể ấn tượng của mình là tốt hay xấu.
- Tôi cảm thấy đăng ảnh hay viết review trên mạng xã hội là **không** cần thiết.

PHẦN 3: THÔNG TIN NHÂN KHẨU HỌC

Q19. Anh/chị đến từ đâu?

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Q20. Tuổi của anh/ chị là?

- 18 - 24 tuổi
- 25 - 34 tuổi
- 35 - 54 tuổi
- 55 - 64 tuổi
- 65 tuổi trở lên

Q21. Đây là lần thứ mấy anh/ chị đến Lung Cột Cầu:

- Lần đầu tiên
- Lần thứ 2
- Lần thứ 3
- Nhiều hơn 3 lần.

Q22. Nghề nghiệp của anh/ chị thuộc nhóm ngành:

- Sản xuất và chế biến
- Kiến trúc và xây dựng
- Kinh doanh - kinh tế
- Công nghệ thông tin
- Luật - nhân văn
- Nghệ thuật - thẩm mỹ - đồ họa
- Báo chí - khoa học xã hội
- Khoa học cơ bản
- Sư phạm
- Nông - lâm - ngư nghiệp.

Q23. Trình độ học vấn của anh/ chị là:

- Trung học cơ sở
- Trung học phổ thông
- Cao đẳng
- Đại học
- Sau đại học

Q24. Xin vui lòng cho biết thu nhập (ước lượng) trong 1 tháng của anh chị (hoặc gia đình) là bao nhiêu:

- 4 - 9 triệu VNĐ
- 10 - 14 triệu VNĐ
- 15 - 19 triệu VNĐ
- 20 - 23 triệu VNĐ
- 24 - 28 triệu VNĐ
- Trên 28 triệu VNĐ

BÀI KHẢO SÁT CỦA NHÓM CHÚNG TÔI ĐẾN ĐÂY LÀ HẾT, XIN CẢM ƠN ANH/CHỊ RẤT NHIỀU.

2.2. Questionnaire number 2 (Potential tourists in Can Tho city and surrounding provinces)



BẢNG KHẢO SÁT DU KHÁCH CHƯA ĐẾN KHU DU LỊCH LUNG CỘT CẦU

Xin chào anh/chị !

Chúng tôi là nhóm sinh viên đến từ **Đại học FPT Cần Thơ** đang trong quá trình thực hiện đề án "**Ứng dụng mạng xã hội trong xúc tiến các điểm du lịch sinh thái huyện Phong Điền, thành phố Cần Thơ: trường hợp khu du lịch Lung Cột Cầu**".

Bài khảo sát này nhằm đánh giá hành vi du lịch và sử dụng mạng xã hội của khách du lịch. Từ đó có thể đề xuất các giải pháp ứng dụng truyền thông số vào xúc tiến và phát triển du lịch tại huyện Phong Điền, thành phố Cần Thơ.

Chúng tôi xin cam đoan những thông tin anh/chị cung cấp sẽ được bảo mật, ẩn danh và chỉ sử dụng cho mục đích nghiên cứu khoa học.

Rất mong các anh/chị cung cấp thông tin một cách khách quan và trung thực để đảm bảo chất lượng thông tin. Sự đóng góp của anh/chị là động lực lớn để nhóm có cơ hội đạt được hiệu quả trong nghiên cứu. Nhóm chúng tôi vô cùng cảm kích và cảm ơn anh/chị đã dành khoảng thời gian quý báu để hoàn thành bài khảo sát này.

PHẦN 1: HÀNH VI DU LỊCH

Q6. Một năm trung bình anh/ chị đi du lịch bao nhiêu lần

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Q7. Anh chị thường đi du lịch cùng với ai

- Đi cùng gia đình
- Đi cùng nhóm (bạn, đồng nghiệp)
- Đi cùng người yêu - vợ/ chồng
- Đi theo đoàn
- Đi một mình

Q8. Anh/ chị có tham khảo trước các thông tin, review của những du khách khác trước khi đến một khu du lịch?

- Tìm kiếm cơ bản các thông tin cần thiết sau đó mới quyết định địa điểm phù hợp
- Nghiên cứu cẩn thận nhiều thông tin để đưa ra địa điểm du lịch phù hợp nhất.
- Tùy vào địa điểm du lịch mà tôi chọn gần hay xa, chi phí đắt hay rẻ mà tôi sẽ tìm kiếm thông tin đúng với nhu cầu.
- Hiếm khi tham khảo trước các thông tin khi chọn một địa điểm du lịch
- **Không** cần tìm hiểu trước các thông tin này.

Q9. Anh/chị quan tâm đến yếu tố nào khi lựa chọn điểm du lịch? sắp xếp yếu tố quan tâm nhất? (chọn nhiều đáp án)

- Môi trường tự nhiên
- Cơ sở hạ tầng
- Dịch vụ ăn uống, tham quan, giải trí
- An ninh trật tự, an toàn
- Giá cả sản phẩm, dịch vụ

Q10. Khi anh/ chị biết đến một địa điểm du lịch thì từ đâu là phổ biến nhất:

- Qua mạng xã hội (Facebook, Tiktok, Youtube...)
- Qua website...
- Qua người thân bạn bè
- Qua quảng cáo
- Qua sách, báo giấy
- Vlogger, Blogger
- Khác.....

Q11. Yếu tố nào của một điểm du lịch làm anh/ chị chú ý nhất ?

- Văn hóa - lịch sử
- Ẩm thực
- Dịch vụ
- Thiên nhiên
- Khác.....

Q12. Anh/Chị thường đặt (vé) dịch vụ ở khu du lịch qua kênh nào?

- Đặt qua inbox fanpage
- Đặt qua website khu du lịch

- Đặt qua số điện thoại tìm thấy trên Google
- Đặt qua các công ty du lịch
- Tôi không đặt chỗ trước
- Khác.....

PHẦN 3: HÀNH VI SỬ DỤNG MẠNG XÃ HỘI

Q13. Nội dung được thể hiện dưới hình thức nào khiến anh/ chị quan tâm (cho nhiều lựa chọn)

- Chữ và ảnh kết hợp vừa phải
- Chữ ít, ảnh minh họa nhiều
- Video ngắn dưới 2 phút
- Video dài từ 2- 10 phút
- Video review, vlog dài từ 10 phút hoặc hơn

Q14. Mạng xã hội sử dụng nhiều nhất của anh/ chị khi nhắc đến du lịch là:

- Facebook
- Tiktok
- Youtube
- Instagram
- Zalo
- Khác.....

Q15. Anh/Chị sử dụng mạng xã hội vào mục đích gì?

- tìm kiếm thông tin
- Giải trí
- kết nối
- Săn voucher, khuyến mãi.
- ...

Q16. Khi vào trang fanpage của điểm du lịch, anh/chị quan tâm đến chủ đề nào?

- Giáo dục
- Truyền cảm hứng
- Giải trí
- Các chương trình khuyến mãi, giảm giá

Q17. Anh chị có cảm thấy thoải mái khi đăng các bức ảnh hay chia sẻ trải nghiệm của mình về khu du lịch sau chuyến đi hay không?

- Nếu trải nghiệm đó tốt thì sẽ đăng bài, chia sẻ trải nghiệm vui vẻ.
- Nếu trải nghiệm tồi tệ tất nhiên phải đăng bài hay nhận xét để thể hiện sự bức xúc.
- Cần những lần trải nghiệm lần sau để có đánh giá khách quan nhất.
- Mỗi chuyến đi là một trải nghiệm mới nên tôi sẽ đăng ảnh hay chia sẻ của mình bất kể ấn tượng của mình là tốt hay xấu.
- Tôi cảm thấy đăng ảnh hay viết review trên mạng xã hội là **không** cần thiết.

PHẦN 1: THÔNG TIN NHÂN KHẨU HỌC

Q1. Anh/chị đến từ đâu?

Điền.....

Q2. Tuổi của anh/ chị là?

- 18 - 24 tuổi
- 25 - 34 tuổi
- 35 - 54 tuổi
- 55 - 64 tuổi
- 65 tuổi trở lên

Q3. Nghề nghiệp của anh/ chị thuộc nhóm ngành:

- Sản xuất và chế biến
- Kiến trúc và xây dựng

- Kinh doanh - kinh tế
- Công nghệ thông tin
- Luật - nhân văn
- Nghệ thuật - thẩm mỹ - đồ họa
- Báo chí - khoa học xã hội
- Khoa học cơ bản
- Sư phạm
- Nông - lâm - ngư nghiệp

Q4. Trình độ học vấn của anh/ chị là:

- Trung học cơ sở
- Trung học phổ thông
- Cao đẳng
- Đại học
- Sau đại học

Q5. Xin vui lòng cho biết thu nhập (ước lượng) trong 1 tháng của cả gia đình anh chị là bao nhiêu:

- 4 - 9 triệu VNĐ
- 10 - 14 triệu VNĐ
- 15 - 19 triệu VNĐ
- 20 - 23 triệu VNĐ
- 24 - 28 triệu VNĐ
- Trên 28 triệu VNĐ

BÀI KHẢO SÁT CỦA NHÓM CHÚNG TÔI ĐẾN ĐÂY LÀ HẾT, XIN CẢM ƠN ANH/CHỊ RẤT NHIỀU.

3. TikTok cooking series script

Nấu ăn cùng anh ba Hưng: Tập 1 Éch chui rơm (Éch núp lùm)

Example videos:

https://www.tiktok.com/@quoccuong_15/video/7248226851955444997?q=%E1%BA%BFch%20n%C3%BAp%20l%C3%B9m&t=1689021924261

Scene	Description of the scene	Effects, techniques	Sound effects	Note
Preparing ingredients	<ul style="list-style-type: none"> - Frog - Lemongrass - Garlic, fresh chili, salt, pepper, sugar, chili powder..... - Crispy flour - Cucumber, tomato (for decoration) 	<ul style="list-style-type: none"> - Static and establishing shot 	<ul style="list-style-type: none"> - Try to get the most natural environment sound. 	

Preliminarily prepare food	<ul style="list-style-type: none"> - Marinating frogs: + Marinate the frog with minced garlic, seasoning powder, fish sauce, crispy fried flour and mix well with the spice mixture, leave for 15 - 20 minutes to absorb. - Making "lùm": + Wash the lemongrass plants, remove the old outer shell, beat them thoroughly and tear them lengthwise (tear as small as possible). Squeeze out all the water from the lemongrass. + Mix lemongrass with seasoning seeds and crispy flour. 	-Pan shot and zoom in		
Food processing	<ul style="list-style-type: none"> - Prepare a pan, add plenty of cooking oil, deep fry the frogs over low heat. When the frog is golden, take it out. - Continue to put lemongrass in hot oil pan and deep fry. Take it out when the lemongrass turns yellow. 	- Static and pan shot		
Lay out on a plate	<ul style="list-style-type: none"> - Decorate the plate with tomatoes and cucumbers. Arrange the fried frogs first, then arrange the lemongrass on top, covering the frogs completely. - Eat with salt lemon peppercorns. 	- Static shot		

Nấu ăn cùng anh ba Hưng: Tập 2 Cá tai tượng chung tương

Example videos:

https://www.tiktok.com/@khoilamchieu_official/video/6988131888661597466?q=c%3%A1%20tai%20t%C6%B0%E1%BB%A3ng%20ch%C6%B0ng%20t%C6%B0C6%A1ng&t=1689022815880

Scene	Description of the scene	Effects, techniques	Sound effects	Note
Preparing ingredients	<ul style="list-style-type: none"> - Filmed some scenes entirely at LCC to create a country feel. - The giant fish has been scaled - Ingredients such as: shiitake mushrooms (or straw mushrooms), black fungus, green onions, onions, and chopped chili. - Vermicelli soaked in water, removed and drained. - Leaf vegetable 	- Static and establishing shot	- Try to get the most natural environment sound.	
Preliminarily prepare food	- Fry the garlic until fragrant, then add the soy sauce, onions, mushrooms, shiitake mushrooms (or straw mushrooms) and stir-fry until fragrant.	-Pan shot and zoom in		

Food processing	<ul style="list-style-type: none"> - Prepare a pot of steaming fish. - Arrange the giant fish on a plate, slowly add the stir-fried bean paste mixture onto the fish. Add some chili and green onions to the fish plate. - Put the fish in the pot, cover. - Filmed the scene of closing the lid and watching the fire. 	- Static and pan shot		
Lay out on a plate	<ul style="list-style-type: none"> - Open the pot lid, smoke flies out. - Take the fish dish out of the pot, decorate with chili and green onions on the fish dish. - Roasted with raw vegetables and chili sauce. 	- Static shot		

Nấu ăn cùng anh ba Hưng: Tập 3 chuột nướng muối ớt

Example videos:

https://www.tiktok.com/@huyenphi_97/video/7087428515166965018?q=chu%E1%BB%99t%20n%C6%B0%E1%BB%9Bng%20mu%C3%B4i%20%E1%BB%9Bt&t=1689103130643

Scene	Description of the scene	Effects, techniques	Sound effects	Note
Preparing ingredients	<ul style="list-style-type: none"> - Mouse: 1 kg - 2 chili peppers - Garlic: 1 bulb - Spices: Salt, pepper, sugar, monosodium glutamate, white wine, fresh chili... - Laksa leaves and cucumber 	- Static and establishing shot	- Try to get the most natural environment sound.	
Preliminarily prepare food	-Chop garlic -Ready-made mouse. Seasoning includes: coffee, salt, chopped chili, sugar, and monosodium glutamate. Leave for 20 minutes to infuse the flavors.	- Pan shot and zoom in		
Food processing	<ul style="list-style-type: none"> -After the rat meat is evenly absorbed, grill it over charcoal for about 20 to 25 minutes, until the rat meat turns brown and is ready to eat. -After grilling the rat meat, you can chop it into small pieces or leave it whole as you like. 	- Static and pan shot		
Lay out on a plate	<ul style="list-style-type: none"> - Eat with laksa leaves and cucumber. - Dip chili sauce 	- Static shot		

Nấu ăn cùng anh ba Hưng: Tập 4 Lươn um rau ngổ (Buffalo spinach)

Example videos:

<https://www.tiktok.com/@vantrangmientay/video/7234122449481108738?q=1%C6%B0%C6%A1n%20um%20rau%20ng%E1%BB%95&t=1689103064462>

Scene	Description of the scene	Effects, techniques	Sound effects	Note
Preparing ingredients	<ul style="list-style-type: none"> - Eel - Buffalo spinach, rice paddy herb - Purple onions - 1 bowl of coconut milk - Soy sauce - Roasted peanut - Spices: salt, pepper, sugar, seasoning, monosodium glutamate. 	- Static and establishing shot	- Try to get the most natural environment sound.	
Preliminarily prepare food	<ul style="list-style-type: none"> - Wash eel, then marinate with salt, sugar, and mononatri glutamat. - Wash buffalo spinach. - Wash and chop rice paddy herb. 	-Static shot and zoom in		
Food processing	<ul style="list-style-type: none"> - Prepare the pot. - Place a layer of buffalo spinach on the bottom of the pot, then add the eel and roll it up along the buffalo spinach. - Add half of the coconut milk, turmeric, and finely chopped red onion along with a little seasoning. - Cook the eel on low heat for 15 minutes. Add the remaining half of coconut milk to the pot. - Make the dipping sauce: puree the soy sauce and mix it with minced lemongrass and minced chili. Put everything in a bowl, add coconut milk, sugar and salt to taste and mix well until the sauce is thick. Sprinkle with some roasted peanuts and the dish is complete. - When the eel is cooked, open the pot lid and film the smoke rising. 	- Static and zoom in		
Lay out on a plate	<ul style="list-style-type: none"> - Arrange coriander and eel on a plate, sprinkle with peanuts and rice paddy herb. - Roasted with chili fish sauce. 	- Static shot		