

MINISTRY OF EDUCATION AND TRAINING
UNIVERSITY OF TRANSPORTATION AND COMMUNICATIONS

DINH QUANG TOAN

**MARKETING POLICY TRANSPORT SERVICES
VIETNAM AIRLINES PASSENGERS FOR THE
BACKGROUND UNION INTERNATIONAL**

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2- Dr. Tran Van Kham

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INTRODUCTION

REASON SELECTED THEMES THESIS: economic development - social in the context of international economic integration increases the demand for transportation of passengers and goods on various types of transport. To meet the needs of passengers traveling in time, convenience, quality and reasonable price, ... through the modes of transport by road, waterway, railway and aviation. In this mode of transport is not affected by deep industry and is a pioneer in the integration trend.

In Vietnam, air transport plays an important role in the transport system, with superior advantages in terms of speed, time, civilized, modern science and technology, annual sales ... of air transport contributes significantly to the national economy. In addition to commercial objectives, airfreight also perform special flights, special flights serving head of state in diplomacy, security - defense and social flights.

In business aviation business, marketing is one of the important activities contribute to the overall success, to meet customer needs, improve service quality and competitiveness in order to maximize leap towards sustainable development in the context of international airline alliances.

Facing the growth opportunities and great challenges, that Vietnam Airlines to promote solutions appropriate marketing policy to improve business performance. Therefore, the authors selected research thesis "*The marketing of passenger transport services for Vietnam Airlines in the context of international airline alliances*", is imperative not overlap with any of the content of the previous studies to date.

OBJECTIVES: On reasoning: codify and deepen the theoretical issues underlying the function of the internal policies (*variable, tools*), marketing services by air VTHK based research extensive with many new features typical of 7 variables (*model 7P*). Back to reality: analytical overview of the science and marketing experience some airlines in the world; analyze the situation and propose a complete solution for policy service marketing 7P model; 8 groups and propose recommendations concerning supply chain to transport passengers in order to improve service quality and competitiveness for Vietnam Airlines (VNA) in the context of international airline alliances.

SUBJECTS AND SCOPE OF THE STUDY: *Study subjects*: rationale and reality of marketing services, apply for business aviation and VNA in the context of international airline alliances in the model 7P. *The scope of the study*: of space research service passenger transport by air domestically and internationally; time, using the results of the VNA manufacturing business năm 1995 - 2014, spent fifth period 2010 - 2014 and forecast till 2020, Vision 2030, finishing the marketing of transport services for passengers VNA in the context of international airline alliances.

MEANING OF SCIENCE AND PRACTICE OF THE THESIS: codify the rationale and deepen policy marketing services, applications for passenger transport by air; Marketing research experience of international airlines to draw lessons about

marketing services to the aviation Vietnam; Analysis and assessment of policy service marketing 7P model, thereby making the argument in depth study and completed 7 solutions associated with the VNA 7 Marketing policy to improve the quality of services and competitiveness, maximize profits, towards sustainable development in the context of international airline alliances.

SESSION OVERVIEW OF MARKETING SERVICES POLICY PASSENGER TRANSPORT BY AIR

ANALYSIS OF THE ASSESSMENT STUDY ABROAD: *Author Evan J. Douglas and Lawrence Cunningham (1992)* - Analysis of the marketing activities of the international airline through competitive factors in the market in aviation and abroad, on the basis of application of marketing experience of the international airline marketing policy on passenger transport services by Australian aviation; *Author Dawnal Rhoades (2006)* - Policy Analysis marketing of passenger transport by air by looking to the past 20 years, taking the evaluation criteria of quality transportation services of the international airline as a norm measured for marketing services towards sustainable development of the US airline industry; *Author Adraes Knorr (2007)* - Research and policy activities aviation services marketing, focusing on promotion policy through the promotion and brand advertising products and services of the German airline to ensure competition in the market, while offering innovative pricing strategy means building flexible price policy, attractive, ... to meet the tastes. *Author James and Dorothy Robyn Reitzes (2007)* - Analysis of the economic impact of open-air environment in the euro area is typical Americans through the important impact of the liberalization of air transport and refers to the marketing policy by referring to quality products and services.

ANALYSIS REVIEW OF RESEARCH PROJECTS IN THE COUNTRY: *Tran Quang Chau thesis (1995)* - State management reform the civil aviation sector in Vietnam market economy. The research project management policies of the State for the business services sector transport of Vietnam Civil Aviation which proposes solutions to innovation management policies to suit the situation found market development of air transport services at home and abroad. Scientific research projects, editor *Dao Manh Nhung (1998)* - Strategic development of science and technology of civil aviation Vietnam until 2010 and orientation to 2020. The theme of the strategy launched development of science and technology in areas such as management of flight operations, system software (*located between the passenger and cargo*), system check-in procedures (*passenger and cargo*), ... Recommended resources not to mention effective application of science and technology to bring the value of trade and economic aspects. *Nguyen Van Phong thesis (1998)* - Market Research Transport and marketing solutions to improve the efficiency of research, market operators of passenger transport business: the urgent need set. Topics focus on air transport market through inspection, information gathering, through which information processing research and consumer behavior as well as competitors. On that basis, the proposed marketing solutions to improve the operation efficiency of the aviation market. The thesis of *Thai Nguyen Cao Duong (2005)* - Construction of low-cost airline in Vietnam until 2020. The theme has taken the appropriate

content for the current period in Vietnam market where some domestic airlines were formed and launched the trend of low-cost airlines. **Nguyen Thanh Binh thesis (2007)** - Improving human resource management Vietnam aviation industry until 2015. The theme has not focused on the human factor is one of the main components of the marketing of transport services passengers by air. The thesis of **Nguyen Minh Tinh (2007)** - The marketing solutions to increase competitiveness in the business of transporting passengers Vietnam Airlines. Topics mentioned in the policy model 5P marketing air service period of international economic integration (*product, price, distribution, promotion, people*), proposed business transport services guests to VNA model trend of low-cost airline "Air taxi" to increase competitiveness in the manufacturing business. **Nguyen Le Hang thesis (2012)** - International Economic Integration in the field of air transport in Vietnam. Topics focus on the process of international economic integration of air transport in Vietnam, which proposes a number of solutions for institutional and macroeconomic management for businesses transport services not, then the data and the content is not effective in terms of science.

THE EXISTENCE OF THE STUDY: the research before unsuitable for deep integration phase now, the problem of space, time has created a clear gap in the work previous research. The choice of research topics marketing of passenger transport services by air is an urgent reason, no overlap with any of the content of the previous studies. The process of researching the topic "The marketing of passenger transport services for Vietnam Airlines in the context of international airline alliances", in order to improve competitiveness and quality of service to ensure customer benefits, dark maximizes profits towards sustainable development for businesses passenger transport services by air.

STUDY OBJECTIVES OF THE THESIS: on the basis of absorbing the results of the scientific work is closely related to the topic. Additional thesis, codified theoretical basis and clarify the marketing of services, application services sector passenger transport by air; make the argument that contribute new features to model 7P. Improving the marketing of transport services for passengers through 7 VNA solutions to ensure benefits for customers, improve service quality, enhance competitiveness, maximize profits, towards sustainable development in the context VNA international airline alliances.

CONTENT METHODS: theoretical foundation of the research process is allowed to dialectical materialism. And the method of analysis; comparison; synthesis; surveys; expert opinions; statistics, ...

CHAPTER 1: RATIONALE FOR MARKETING POLICY PASSENGER TRANSPORT SERVICES IN THE CONTEXT IN AIRWAY EXIT INTERNATIONAL COALITION

1.1 RATIONALE FOR BY AIRWAY PASSENGER TRANSPORT

1.1.1 Concept by air passenger transport

- The process of integration has changed the view formerly passenger transport travel speed (*vehicle speed*), today passenger transport perspective is determined by the speed criteria O - D, ie the elements of a process passenger transport be derived

from the O (*Ogirin*) to the final end point D (*Destination*) by one or more types of vehicles, through scheme described in Figure 1.1:



Figure 1.1: Model O-D process passenger transport by air

- Concept passenger transport air "in the traditional sense is transporting passengers from one place to another (*the transport takes place in the air*) by means of a plane, or in other words the passenger transportation by airway is the process (*from start to finish*) alter the position of passengers in space and time specific aircraft type vehicles is mainly to satisfy certain needs of man".

1.1.2 The role and characteristics of air passenger transport

1.1.2.1 Role of passenger transport by air: the economic sector and the service sector of one of the largest industries contributing to the achievement of modern society and is essential for economic development, to facilitate fast shipping millions of people to the world market.

1.1.2.2 Characteristics of air passenger transport: The process of formation and consumption of services passenger transport mainly takes place in the air; Safety; Technical infrastructure; Applying modern science and technology; Global operations with a high international reputation contributes to improving national and contributed significantly to the national economy.

1.1.3 Market by air passenger transport

1.1.3.1 Characteristics of the market in air transport: The airline's suppliers products; Passengers products and services consumers; Authorities Executive management implementation business aviation. Air transport market, including perfect competition; monopolistic competition; oligopoly; completely exclusive.

1.1.3.2 Classification of the market in air transport, the diagram in Figure 1.2:

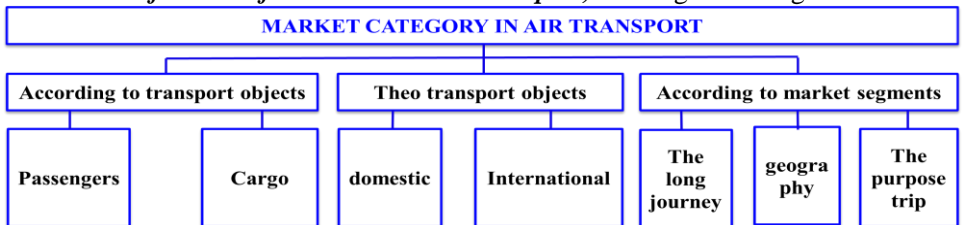


Figure 1.2: Market Segmentation in air transport

1.1.3.3 Selecting the target market for air transport: The overall market has always included a very large number of customers with the needs and characteristics of different buyers and purchasing power; The competition is now different; Each airline usually only one or a few strengths in meeting the needs of the market.

1.2 OVERVIEW OF INTERNATIONAL COALITION

1.2.1 The concept of international airline alliances (*Airline Alliance*) is an agreement among 02 or more airline business cooperation on a significant level, usually alliance route network; support commercial exploitation; maintenance, technical maintenance; ... In order to improve competitiveness and quality of service based on the advantages of each available.

1.2.2 Conditions and goal of joining the international airline alliance

1.2.2.1 Conditions join international airline alliances: the conditions of safety; quality and standardization of the lounge at airports and airfields; science and technology; Financial.

1.2.2.2 Objectives joining international airline alliances: confirmed international integration; Create more benefits for passengers; Enhancing competitiveness and improve the quality of service in order to maximize profits towards sustainable development.

1.2.3 The impact of international airline alliances to marketing policies

By focusing on product policies to diversify the product line with customer demand; price policies, marketing and distribution to satisfy customers; distribution policy to diversify sale network to maximize market share and revenue; human factors of professional and interpersonal skills; facilities and equipment to ensure a stable and modern science during the operation of procedures and tangible elements. At the same time, the member airlines have defined an attitude of "shared" traditional customer base for the competitors in the same system members, especially to penalize airlines operate if business expertise and range of small-scale mining.

1.3 GENERAL DISCUSSION OF POLICY PASSENGER TRANSPORT MARKETING SERVICES IN THE CONTEXT OF AIRWAY

1.3.1 The concept of marketing services, marketing services policies aviation

1.3.1.1 The concept of marketing and marketing services: There are many different concepts of marketing of domestic and foreign authors are commonly used such as Philip Kotler; American Marketing Association; Traditional and Modern Marketing; Curriculum basic marketing; ... Subject to apply the concept of Philip Kotler and curriculum materials to introduce the concept of air service marketing: "Marketing air service is a form of organized activities aviation enterprises to meet the best the needs and wants of customers for products and services via air exchange".

1.3.1.2 The concept of marketing policies air service means: the marketing managers use variables or tools of marketing services in air transport enterprises to influence customers to satisfy interests customers in the consumer products and services to the aviation and simultaneously satisfy the objectives (social policy, transport market, maximize profit, sustainable development, ...) of business aviation in the course of providing products and services to aviation.

1.3.2 Policy marketing of passenger transport services by air in the context of international airline alliances

1.3.2.1 Objectives, policies marketing functions passenger transport services by air: the target increased sales; maximize market share and profits; towards

sustainable development; ... Functions such as market research identified potential customers; help airlines reach, serve groups of potential customers by satisfying the needs and ensure quality of service; business strategy to help airlines become more attractive against competitors in the market; identify and take advantage of opportunities, minimize and prevent risks that may occur in the airline business processes towards profit goals and sustainable development

1.3.2.2 The marketing policy passenger transport services by air in the context of international airline alliances (model 7P): is described the diagram Figure 1.3:

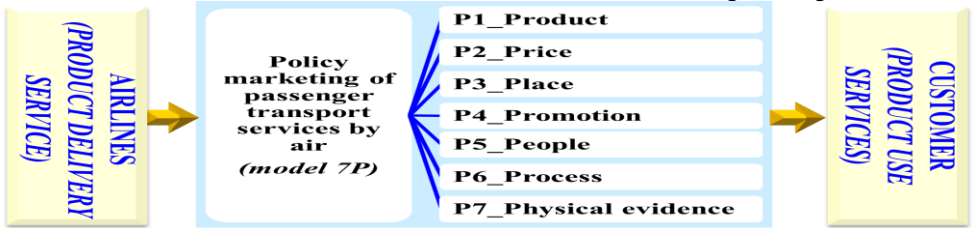


Figure 1.3: Marketing passenger transport services by air (model 7P)

a) **Product**, 4 levels and is described the diagram Figure 1.4:



Figure 1.3: Level of products in passenger transport services by air

b) **Price**, is described in Figure 1.5 diagrams:

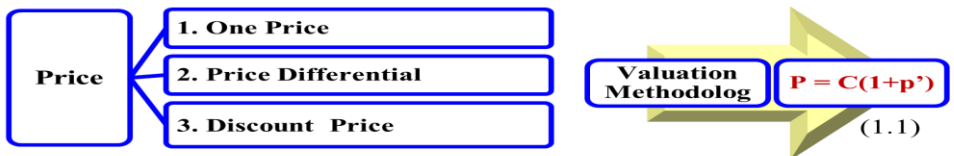


Figure 1.5: Pricing policy in air transport

- Valuation methods, is applied to study economic theory formula (1.1) with variables include: P- is the price; C- is the cost; p'- is the profit margin.

c) **Place**, is described through diagrams 1.6:



Figure 1.6: The distribution of air transport



Figure 1.7: promotion policy in air transport

d) **Promoion**, is described through the diagram shown in Figure 1.7.

e) **People**, is shown in the diagram in Figure 1.8:

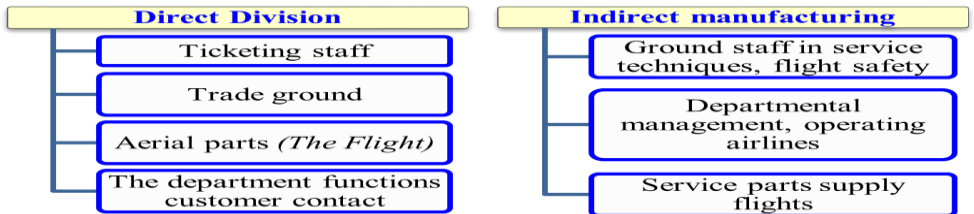


Figure 1.8: Description of human factors in air transport

f) **Process**, is described through diagrams 1.9:

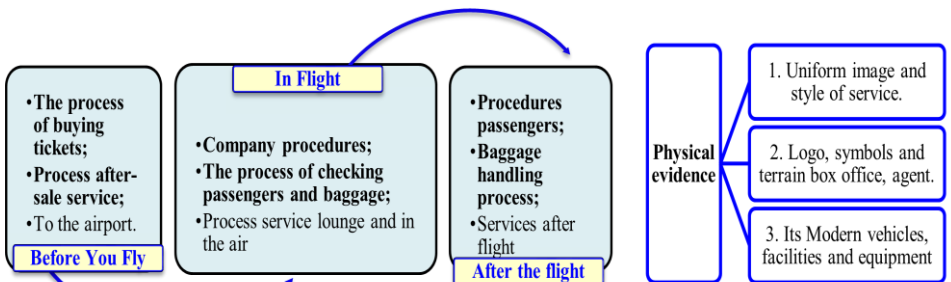


Figure 1.9: Procedures in air transport

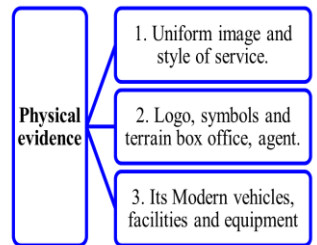


Figure 1.10: Description of tangible factors in air transport

g) **Physical Evidence**, is shown in Figure 1.10 diagrams.

1.3.3 The evaluation criteria of marketing policy activities in passenger transportation services by air

1.3.3.1 Performance Evaluation of marketing services: Check-year marketing plan; Cost ratio analysis for the operation of air services marketing; Analysis of Aeronautical products and services consumption; Analysis of the air transport market; Subscribe to the satisfaction of the customer.

1.3.3.2 The policy indicators to assess marketing services: products and services policy; pricing policies; distribution policy; promotion policy; the human element; the procedure; the tangible factors and other indicators.

1.4 MARKETING POLICY EXPERIENCE OF SOME COMPANIES IN THE WORLD AVIATION AND LESSONS LEARNED TO VIETNAM AVIATION

1.4.1 Policy marketing of some airlines in the world

1.4.1.1 In SkyTeam: China - CZ; Russia - SU; Korea - KE; France - AF

1.4.1.2 The other company in Singapore - SQ; Japan - JL / JAL; US - AA.

1.4.2 Lessons learned about marketing policy for aviation Vietnam in the context of international airline alliances, lessons learned policy: products; price; distribution; promotion; human factors; procedures and physical factors.

❖ **CONCLUSION CHAPTER 1:** research to clarify the role and characteristics, market characteristics and passenger transport by air in the context of international airline alliances; Research overview of international airline alliances through the contents of conditions, goals, opportunities and challenges of airlines joining international airline alliances; Systematized theoretical basis of marketing and marketing services, making arguments about policy model 7P marketing services, apply for business enterprises of passenger transport by air in the context international airline alliance to improve service quality, enhance competitiveness, maximizing profits and towards sustainable development; Research experience in implementing the marketing policy of some airlines in the world from the inside and outside airline alliance SkyTeam members, on the basis of which may apply to the enterprises of transport guest on Vietnam's aviation market.

CHAPTER 2: SITUATION ANALYSIS POLICY MARKETING SERVICES TRANSPORTATION OF VIETNAM AIRLINES PASSENGERS IN CONTEXT SKYTEAM ALLIANCE

2.1 OVERVIEW OF THE CONTEXT VNA SKYTEAM ALLIANCE

2.1.1 History and development of VNA: In 1956, the Vietnam aviation industry is formed on the basis 919. Air Force Regiment in 1975, VNA for their contribution in the economic recovery, with flights serving defense, transport military load. On 02/11/1976 General Civil Aviation Authority of Vietnam has been established to perform 03 functions: state management; defense and transportation business. On 12/04/1980, VNA joined the ICAO, marking the integration. On 08.28.1989, the Corporation established aviation Vietnam - Vietnam Airlines (VNA). By 1993, VNA merged unit's 20 members. In 2006, VNA joined the airline association IATA. 6/2010 VNA joins the SkyTeam airline alliance. In 2011, VNA paradigm shift is now group Co. Ltd. A member state. So far, VNA is in the final stages of the process Equitisations according to the guidelines of the Government.

2.1.2 Conditions, opportunities and challenges of joining SkyTeam VNA

2.1.3.1 Conditions for joining the SkyTeam alliance of VNA: Safety was assessed through IOSA certificate; Conditions and standardization of 02 airports and airfields lounge at Noi Bai and Tan Son Nhat; Investment in software systems put placeholders and identification tag line 02 SkyTeam SkyTeam Elite and Elite Plus; Annual membership fee annually to maintain the value of \$ 100,000 / year.

2.1.3.2 Opportunity VNA joining SkyTeam alliance: expand routes to Europe, the Americas. Customers member SkyTeam Elite Plus will enjoy many benefits on flights of VNA and the SkyTeam member airlines.

2.1.3.3 The challenge of VNA joining SkyTeam alliance: Accept the fierce competition ahead of member firms; Clearly define views "share" the source client for the SkyTeam member.

2.2 POLICY ANALYSIS OF REALITY OF MARKETING SERVICES PASSENGER TRANSPORT VNA IN CONTEXT SKYTEAM

2.2.1 Analysis of the VNA service passenger transport operating activities in the context of the SkyTeam alliance

2.2.1.1 Business activity passenger transport services on the local market:

Network routes, exploiting VNA 40 routes to 21 local CHKSBS, with three main hub airports, Hanoi, Da Nang and Ho Chi Minh City ; Earnings: Market share of passenger transport; coefficients used chairs domestic routes; revenue and profit of the domestic routes VNA period in 2010 - 2014, is described through the charts respectively 2.1, Figure 2.2 and Figure 2.3; Direct competition with today's VNA Vietjet Jetstar Pacific and Air (Air Mekong has stopped flying in 2013):



Figure 2.1: Graph of the domestic passenger market share VNA

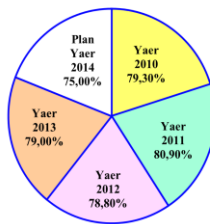


Figure 2.2: Graph using coefficient of VNA chairs domestic routes

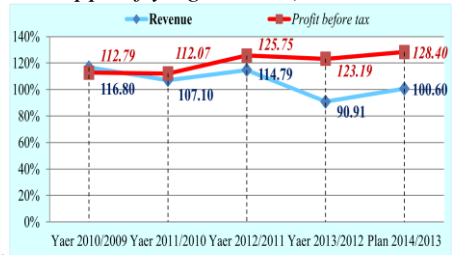


Figure 2.3: Graph revenue and profit VNA domestic routes

2.2.1.2 Business Activity passenger transport services on the international market:

Network routes, exploiting VNA 89 routes to 25 countries in Asia, Europe, Australia, the routes to America is the cooperation routes; business results: passenger transport market share; coefficients using seat international routes; revenue and profit of the VNA international stage since 2010 - 2014, was describing turn over the graph in Figure 2.4, Figure 2.5 and Figure 2.6; Competitors with VNA on the international market, focusing on the network routes: Southeast Asia; Northeast Asia; Route Network South Asia, the South Pacific and the Middle East; Network-range routes to Europe; Americas region:

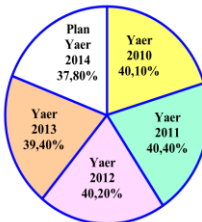


Figure 2.4: Graph the market share of international visitors VNA

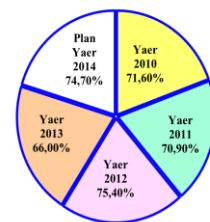


Figure 2.5: System diagram of the seat using VNA international routes

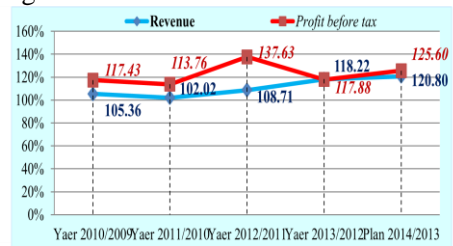


Figure 2.6: Graph revenue and profit VNA international routes

2.2.2 Policy Analysis marketing of passenger transport services of VNA (model 7P):

the analysis is based on the use of data since 2010 - 2014 and the survey results "Questionnaire passengers with quality content about VNA services, according to the model of policy 7P marketing services." Ending the survey, survey collected 968 votes, based on the assessment scale 10 with the following standards:

+ Very good: 9.5 to 10 points. + Good: 8.5 to 9.4 points. + Pretty: 7 to 8.4 points.

+ Average: 5 to 6.9 points. + Less: 3 to 4.9 points + Very low: less than 3 points

2.2.1.1 PRODUCT core product, VNA is exploiting 40 domestic routes to 21 airports local airport and 88 international routes to 25 countries with a focus routes to Asia and Europe, Australia and the US; Is reality, ground services, Schedules, Flight Status on time and slow cancellations, in-flight services, means the aircraft; Additional products, services, passenger insurance, luggage, interline service, link travel services, hotels, service regular customers. Potential products, VNA is expected to exploit modern aircraft such as B787, A350, A380 to invest in installing telephone service and in-flight wifi, ...

➤ The customer survey by "Questionnaire quarter / 2014" on the policies of the VNA, shown by the chart Figure 2.7:

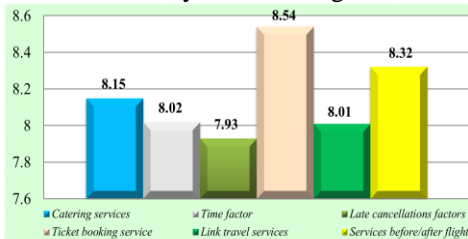


Figure 2.7: Graph policy review of VNA products

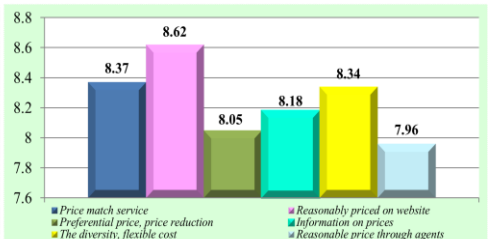


Figure 2.8: Graph evaluate pricing policies of VNA

➤ **Policy VNA product also some limitations:** Flight Schedules Flight Connection to haul away; Status and time delay, cancellation; Services overhead; Service before and after the flight; Services ticketing, reservations; Using the components of the policy more effective marketing.

2.2.1.2 PRICE are described in Table 2.1 and Table 2.2:

Table 2.1: Policy VNA prices on the domestic market

Prices	Booking class	Change			GLP coefficient plus miles
		Booking	Flight itinerary	Refund	
Flexible merchant	J, C,D	Free	Fee collection: 300.000 VND New Year collection: 600.000 VND		1,25/miles
Economy Flex	K	New Year collection: 600.000 VND			1,00/ miles
Flexible savings	L,M	Fees before departure: 300,000 VND Charges after departure: 600,000 VND			0,75/ miles
Save	O,R,Q				Not earn miles
Super savings	E,P	Not allowed			miles

Table 2.2: Policy VNA price on the international market

Prices	Booking class	Change			Stop the maximum
		Booking	Flight itinerar	Refund	
EUROPE					
<i>Flexible merchant</i>	J, C,D	Free: Europe, Australia, United States 12 months. Northeast			12 months
<i>Common special</i>	I, Z				

<i>Economy Flex</i>	Y	Asia, Southeast Asia, from 3-6 months.	
<i>Semi-flexible universal</i>	W	Europe, Australia, the United States collected \$ 50	6 months
<i>Flexible savings</i>	S,B,H,L		3 months
<i>Save</i>	T,N,R,Q	Europe, Australia, the United States collected \$ 100 30th Asia - \$ 50	1 months
<i>Super savings</i>	E,P	Not allowed	

➤ The customer survey "questionnaire quarter/2014" on the pricing policies of the VNA, shown through charts 2.8.

➤ **VNA pricing policy, there are some limitations:** Reasonable price and dealer website; Information on ticket prices and price incentives, rebates; The appropriate prices and policies are not attractive commission's work selling agent; The flexibility of prices.

2.2.1.3 PLACE: Use channel on the domestic market through 445 dealers across the country, along with the box office in the branch system. Channel sales in international markets, including 30 box office and approximately 200 agents world including Southeast Asia; Northeast Asia; Australia; Europe. VNA open collaboration 9 general agent (GSA), hundreds designated agent (PSA) to incorporate the use of agents in channel marketing support to 15,000 retail points in the market.

➤ The customer survey "questionnaire quarter/2014" on the distribution policy of the VNA, shown by the chart Figure 2.9:

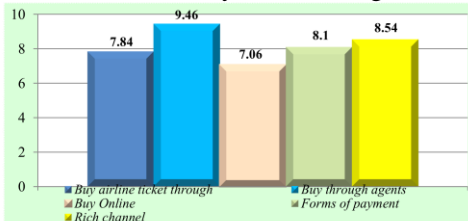


Figure 2.9: Graph evaluate the distribution policy of VNA

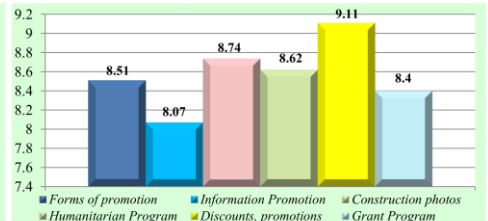


Figure 2.10: Graph assessment of VNA promotion policy

➤ **Distribution policy of VNAs are a number of limitations:** lax management agent, not strong enough for deterrence; No professional help promptly to the agent; Its box office channel fails to promote optimal functional support to dealers and customers; New online sales channel is limited to the payment procedures.

2.2.1.4 PROMOTIONS: Advertising (TV, print media, outdoor, travel programs, internet, logos and icons the telemarketing program); Relations and public opinion (funded; event); Promotion and development of value-added services; The regular customers (Frequent Flyer Program-FFP) with many benefits for our customers.

➤ The customer survey "questionnaire quarter/2014" promotion policy of the VNA, shown by Figure 2.10 graphs.

➤ **Promotion Policy of VNA also some limitations:** power moved Advertising (PR) less effective than promotion expenses were spent; In addition, financing is not

effective; The promotion caused inhibition of customers; Marketing policies are not effective coordination components.

2.2.1.5 PEOPLE: expressed through the workforce of the VNA in Table 2.3:

Table 2.3: Sources of the labor force as of 31/12/2013 VNA

No	According to qualification	Number of	The rate (%)	No	By age	Number of	The rate (%)
1	On college	250	1,20	1	To 18 - 30	9.388	44,91
2	University and College	6.683	31,97	2	To 31 - 40	6.974	33,36
3	Intermediate	3.731	17,85	3	To 41 - 50	3.553	17,00
4	Primary	6.040	28,89	4	On 50	989	4,73
5	Technicians	1.495	7,15	5	Total	20.904	
6	Untrained	2.705	12,94	6	<i>The average age is 35.4 years of age is relatively young.</i>		
7	Total	20.904					

➤ The customer survey "questionnaire quarter/2014" on the human element of the VNA, shown through charts 2.11:

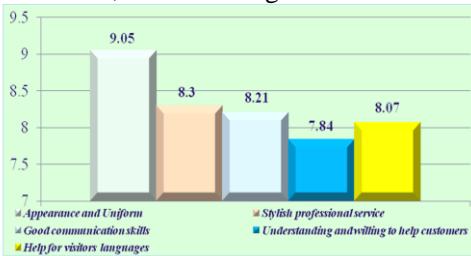


Figure 2.11 Graph evaluate the human factors of VNA

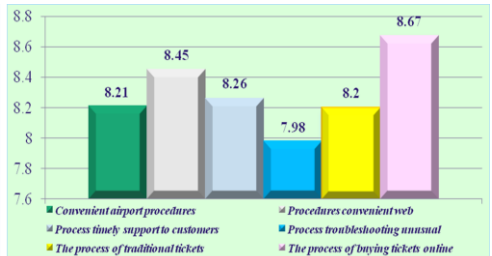


Figure 2.12 Graph evaluate the human Factors of VNA

➤ **People VNA also a number of limitations:** Department employee selling tickets; Ministry of Buddha broadcast flight information; Division attendants; Pilots.

2.2.1.6 PROCESS: Proceedings of the VNA passenger transport service is expressed through the procedures set placeholder ticket; check-in process procedures for passengers under the traditional methods and online.

➤ The customer survey "questionnaire quarter/2014" on the process elements of the VNA, shown by Figure 2.12 graphs.

➤ Procedures VNA also a number of limitations: ticketing process also generated many technical errors; The application of scientific and technological procedures to passengers is limited; Many cumbersome procedures, lack of flexibility in the process stages passenger service; Anomaly resolution process is not uniform and consistent; The coordination between the parts inside and outside the firm not tight.

2.2.1.7 PHYSICAL EVIDENCE: Form and terrain booking office/agent; Facilities at airports; The modern means of aircraft; Photos and logo apparel icon.

➤ The customer survey "questionnaire quarter/2014" on the visible elements of the VNA, shown through charts 2.13.

➤ Tangible element of the VNA are a number of limitations: The stability of these devices is low overhead; Guidance systems for passenger information yet rich

language; The system also lacks lounge space to rest and leisure; Uniforms not bring uniformity among the parts of your business processes.

➤ **2.2.3 Analysis of the costs for marketing activities passenger transport VNA services in the context of the SkyTeam:** Actual costs for marketing activities in the period 2010-2014 is shown through charts detailing Figure 2.14:

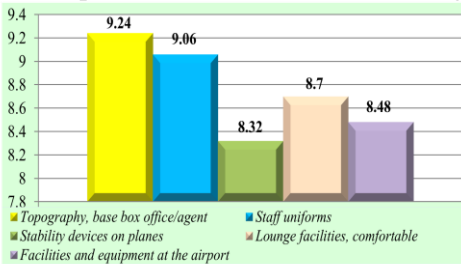


Figure 2.13 Graph assessment of tangible elements of VNA

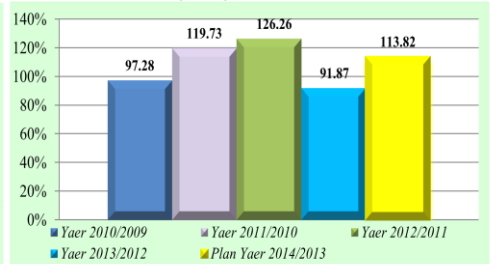


Figure 2.14: Evaluation of the cost marketing activities VNA

2.3 THE IMPACT ASSESSMENT POLICY OF MARKETING SERVICES VNA IN CONTEXT PASSENGER TRANSPORT SKYTEAM ALLIANCE

2.3.1 The impact of subjective factors: Due to limited financial resources; The process of international integration VNA is still limited and inexperienced to handle situations as they arise; Management apparatus cumbersome, multi-tiered hierarchy to the implementation of marketing policies are not effective.

2.3.2 The impact of external factors: The process of international economic integration and international airline alliances have changed motivational marketing of air transport services; Fluctuations in exchange rates, fuel prices and strong impact marketing activities; Influence of disease, natural disasters are factors directly affect travel needs of passengers; Political instability will affect the business operations of the airline industry.

❖ **CONCLUSIONS CHAPTER 2:** Overview of the history of formation and development, along with assessment of the resources and the VNA earnings in the period 2010-2014; Evaluate the construction and implementation of marketing policies passenger transport VNA services under 7P model. Assessing the impact of subjective and objective factors relating to the marketing of services in the context passenger transport for VNA SkyTeam alliance; Thereby, only the results obtained, and causes limited basis proposes policy solutions complete marketing services for VNA in the context of the model 7P international airline alliances.

CHAPTER 3: FINISHING SERVICES MARKETING POLICY FOR PASSENGER TRANSPORT IN VIETNAM AIRLINES ALLIANCE GLOBAL CONTEXT 2020

3.1 DEVELOPMENT TRENDS PASSENGER TRANSPORT WORLD AVIATION AND DEVELOPMENT DIRECTION OF 2020 SKYTEAM ALLIANCE

3.1.1 Development Trend of passenger transport aviation world 2020

3.1.1.1 Forecast demand of passengers traveling by air 2020: IATA forecasts "of passengers traveling by air worldwide will increase by 5.4% / year 2020. The work mergers and the ability to lower oil prices will facilitate the airline earned record

profits, estimated at \$ 12.9 billion in 2014 and US \$ 19.7 billion in 2015 and exceeded 30 billion USD 2020; Vehicle manufacturer Boeing (US) expected to reach the threshold of 5 billion passengers in 2020 and 7 billion visitors in 2030".

3.1.1.2 Development Trend of low-cost airline in the world by 2020: Asia's economic recovery and the middle class growing, air travel market in Asia is booming; The heat of competition between low-cost airlines, especially in Southeast Asia also escalated due not only to exploit the short distance; The advent of increasingly cheap airlines as well as increased demand for air travel by the customer are the factors that bring about strong growth for the aviation world in the near future.

3.1.2 The development of SkyTeam 2020: developing member firms up 30 - 50% increase in aircraft and vehicles 3,500 - an increase of 17%; Improving yield 650 million / year - an increase of 38%; raising the frequency of 20,000 visits / day - up 27% and exploitation 1,400 airports airport - an increase of 32%.

3.2 GOALS, STRATEGIES PASSENGER TRANSPORT SERVICE OF CIVIL AVIATION VIETNAM 2020

3.2.1 Development Goals passenger transport services of civil aviation Vietnam 2020: Get the economic efficiency is the main objective; Investment in developing the aircraft diversified range of aircraft with modern, fuel economy and reduce noise; The cooperation and cut costs. Based on the development goals, Vietnam aviation demand forecasts and set the target passenger transport by 2020 and Vision 2030, which in table 3.1 and table 3.2:

Table 3.1: Forecast demand for passenger transport by 2020 and vision 2030

No	Stage	2010-2015	2015-2020	2020-2030
1	Total passenger transport market			
	The average growth rate (%)	16,3	13,9	7,5
	Total passenger market (million visitors)	48,3	92,8	191
2	Production of passenger transport			
	The average growth rate (%)	16,4	14,2	7,7
	Product of Pax transport (million visitors)	32,5	63	133
3	Production of passengers through airports			
	The average growth rate (%)	15,1	13,6	7,7
	Guest output through (million visitors)	65,5	124	260

Table 3.2: Indicators development passenger transport to yaer 2020

No	The development targets	Unit	Yaer 2015	Yaer 2020
1	The average growth rate			
	Total passenger transport market	%	16	14
	Passenger service at the airport	%	15	13,6
2	Production of transport			
	Production of passenger transport	10 ⁶ Hk	32,5	63
	The amount of rotation passengers	10 ⁶ Hk.Km	37.145	63.725
3	Mining production airports			
	Mining production passengers	10 ⁶ Hk	65	123

3.2.2 Development Strategy passenger transport services of civil aviation

Vietnam 2020: Development of domestic route network following the "axis nan", which focuses on the regional routes Southeast Asia and Northeast Asia, the transcontinental routes significant long-term strategy; Reduce the protection and control of the State for the business aviation services through the equitization of the parent company - child; Open routes and strengthen the capacity to transport passengers on long-range routes to Europe, North America, Latin America and Africa; Development of advanced training of human resources; Developing good relations airline alliance

3.2.3 Development Strategy of service airline National Vietnam - VNA 2020

3.2.3.1 Strategic human resource development of the VNA 2020: Advanced Training human resources (*pilots, flight attendants, technicians*); Construction and development of human resources (*in sufficient quantity, structure consistent with degree requirements, qualified master of science and technology*); Enhanced facilities for training institutions in order to improve the capacity, quality assurance to meet the requirements of workers in the industry; Ensure that by 2020 the labor force in the airline industry has full capacity to meet 100% of the whole industry needs pilots, self-assurance managers, operators, maintenance and meet most needs repair specialized equipment during the period of integration and international alliances.

3.2.3.2 Development Strategy fleet of VNA 2020: Aircraft short range; mid-range and long-range, namely: 46 Airbus A321-231 aircraft, A350-900, A380-800 and Boeing B787-9 aircraft 16.

3.2.3.3 Development Strategy VNA route network of 2020: Domestic, further enhanced route network; open new regional routes to connect the local flight network, serving the socio-economic development. International, increased frequency of short-haul routes in the region; Increased frequency and open more long-range routes to France, Russia and Germany; exploited to study the major hub in Europe (*of London, Amsterdam, ...*).

3.3 COMPLETENESS POLICY FOR MARKETING SERVICES VNA IN CONTEXT PASSENGER TRANSPORT UNION INTERNATIONAL

3.3.1 Complete product policies for VNA, with the solution in diagram 3.1:



Figure 3.1: Solution perfect product policies for VNA

In this solution product connection service is not described through Figure 3.2:

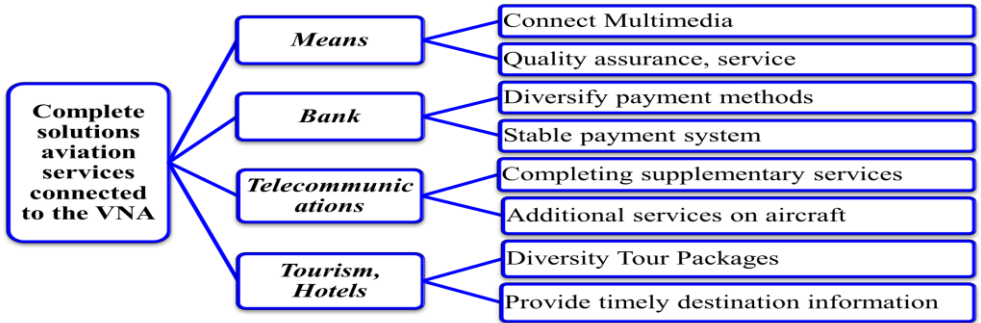


Figure 3.2: Perfecting the air connection for VNA

3.3.2 Completing the pricing policy for the VNA, with the solution in Figure 3.3 diagram:

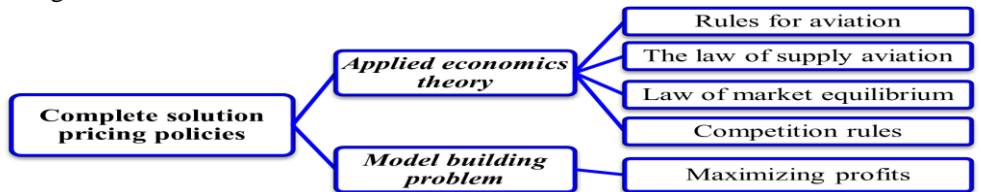


Figure 3.3: Solution for complete pricing policies VNA

3.3.2.1 Application of the doctrine of economics:

a) Theory of airlift, described graph in Figure 3.4:

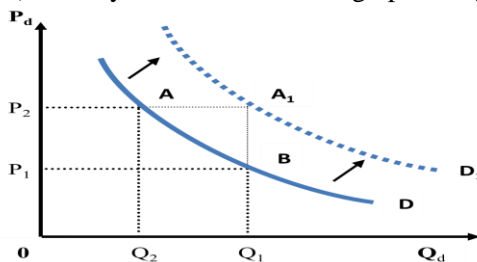


Figure 3.4: Dynamics of demand for aviation products and services

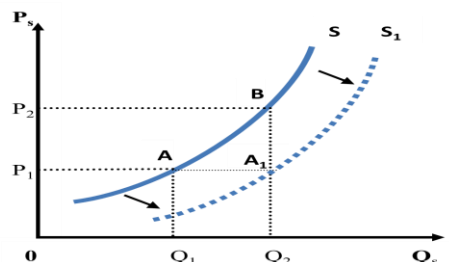


Figure 3.5: Dynamics of supply for the air service

b) Supply aviation theory, graph described Figure 3.5.

c) Theory of market equilibrium, described graph Figure 3.6:

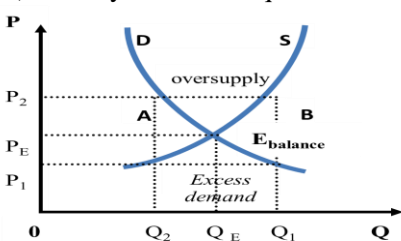


Figure 3.6: Dynamics of market equilibrium

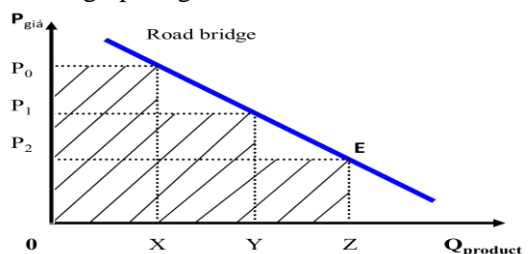


Figure 3.7: graph of the demand curve

d) The law of competition in the market: Competing on price, the demand curve is downward sloping aviation proven buyer wishes to buy airline products with prices as low as possible; Than price competition, with the aim of making the demand for its products changed in favor of the measure without discount.

3.3.2.1 Solutions to the problem of building models to maximize profits:

a) Building models of the problem: Price Discrimination level 1, knowing the price that each consumer (*customer*) accept returns for 1 unit products. If this products and services not buy to resell the goods, the enterprise can not charge a different price for each customer. With this solution business aviation not maximize profits. **Price discrimination level 2**, is described in Figure 3.6 shows the graph by the different prices for different quantities of products can increase sales and profits up quite a lot. However, the method of valuation under price discrimination level 2 only adapt public services (*such as electricity, water, gas*) that are not consistent with services sector passenger transport by air. **Price discrimination level 3**, the construction price to maximize profits and satisfy the following requirements: On the nature of passenger trips; and the trip can be done according to plan, is going to change now or may cancel, ... Starting from the traditional formula (3.1) shows that the price determined based on the margin, change formula (3.2) is called% plus (*also called margin*):

$$\boxed{p' = \frac{P - C}{C}} \quad (3.1) \quad \Rightarrow \quad \boxed{P = C(1 + p')} \quad (3.2)$$

P: price of one unit of.

C: average cost of one unit of product.

p': rate profit.

(P - C): 1 unit profit of product.

ΔP: price changes.

ΔQ: change of quantity demanded.

P = (P1 + P2)/2: Average price of one unit of product.

Q = (Q1 + Q2)/2: Average yield is sold in the period.

+ $l\eta > 1$ demand is relatively elastic;

+ $l\eta < 1$ less elastic demand.

- Coefficient of price elasticity of demand (η) is defined by formula (3.3):

$$\boxed{\eta = \frac{\Delta Q}{\Delta P} = \frac{P}{Q} \times \frac{dQ}{dP}} \quad (3.3)$$

+ $l\eta = 0$ for perfectly inelastic;

+ $l\eta = 1$ unit demand elasticity;

+ $l\eta = \infty$ for perfectly elastic.

- In economics theory, marginal revenue (MR) is the change in revenue when businesses sell more units of product 1 and is denoted by MR. The formula for calculating the marginal revenue (MR) is defined in (3.4), the coefficient of variation and change η from formula (3.3) to (3.4) we obtain the MR formula (3.5):

$$\boxed{MR = \frac{dTR}{dQ} = \frac{d(P \cdot Q)}{dQ}} \quad (3.4) \quad \Rightarrow \quad \boxed{MR = P + Q \frac{dP}{dQ} = P \left(1 + \frac{Q}{P} \times \frac{dP}{dQ} \right) = P \left(1 - \frac{1}{\eta} \right)} \quad (3.5)$$

With $TR = \sum_{i=1}^n Q_i \cdot P_i$

- Similarly, in the study of economic theory, marginal cost (MC) is the change in total production costs when producing enterprises add 1 unit of product.

- Conditions to maximize profits when marginal revenue equal marginal cost (MR = MC), from which derive the formula for calculating the price for 1 unit P products after replacing the formula (3.5) and varying MC, we obtain formula (3.6):

$$\boxed{MR = MC = P \left(1 - \frac{1}{\eta}\right)} \xrightarrow{\text{Change as a function of MC}} \boxed{P = MC \frac{1}{\left(1 - \frac{1}{\eta}\right)}} \quad (3.6)$$

- Instead of the average cost C on the right side of formula (3.1) with the marginal cost MC in the formula (3.6) {C} and replace P = MC at the left side of formula (3.1) with right-hand side of formula (3.6), estimating MC'2 sides and to draw transformation p' by the formula (3.7). In other words, firms want to maximize profit when added to the marginal cost MC (*not the average cost C*), a margin (p') value is calculated in formula (3.7), which showed that the rate of profit (p') depends entirely on the price elasticity of demand (η), which is calculated in formula (3.7) is completely different from the calculation in the traditional form (3.2):

$$\boxed{MC \frac{1}{\left(1 - \frac{1}{\eta}\right)} = MC (1 + p')} \Rightarrow \boxed{(1 + p') = \frac{1}{\left(1 - \frac{1}{\eta}\right)}} \xrightarrow{(3.7)} \boxed{p' = \frac{1}{\left(1 - \frac{1}{\eta}\right)} - 1}$$

- The formula price elasticity of demand (η) for business services via air widely used to calculate the price elasticity of demand for plane fare for each fare class, which determines the target market customers to airlines offer cost effective policies in order to maximize profit amid stiff international airline alliances and compete in the market today.

b) Applying the cost accounting model cells: To test the formula (3.7) to calculate fares within the domestic market 2 applies to commercial flight Hanoi - Ho Chi Minh City and Hanoi - Da Nang. The problem of applying the model, estimates of the VNA on domestic routes, in order to maximize profits through price discrimination level 3 (*equivalent to the fare class customer service*) based on the application It is the formula to calculate the results in Table 3.3:

Table 3.3: Maximize profit for the VNA through fare classes

Stations	Tickets	Class	P	Q	ΔP	ΔQ	η
HAN SGN	Business	J/C	4.800.000	187.639	750.000	- 27.654	- 0,94
	Economy	M/K	2.500.000	369.406	400.000	- 125.006	- 2,11
	Promotion	E/P	950.000	410.327	250.000	- 286.120	- 2,65
HAN DAD	Business	J/C	2.300.000	34.854	500.000	- 6.784	- 0,90
	Economy	M/K	1.625.000	75.643	200.000	- 18.129	- 1,95
	Promotion	E/P	775.000	82.342	150.000	- 34.321	- 2,15

(results calculated after applying the model tested by problems in formula 3.7)

With the calculated results in Table 3.3 on the following fare classes: Class ticket merchants $|\eta| < 1$: the price elasticity of demand is relatively weak on the VNA to raise ticket prices to maximize profit for this audience. With 2 tickets remaining classes (*common and promotions*) have $|\eta| > 1$: the price elasticity of demand is large relative to the VNA policies should be lowered fares to stimulate travel demand, thereby Sale increased market share and increased transportation revenues contribute to maximizing profits.

3.3.3 Finalize distribution policy for VNA

3.3.3.1 Perfecting traditional distribution channels:

a) **Department of VNA tickets**, is described through diagrams Figure 3.8:



Figure 3.8: Solution structure completed over ticket distribution VNA

b) **Agents of the VNA**, is described through diagrams Figure 3.9:

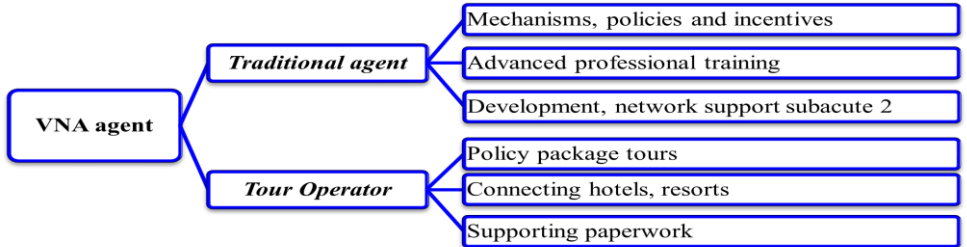


Figure 3.9: Solution structure complete distribution by agents of VNA

c) **For special customers**, the scheme described in Figure 3.10:

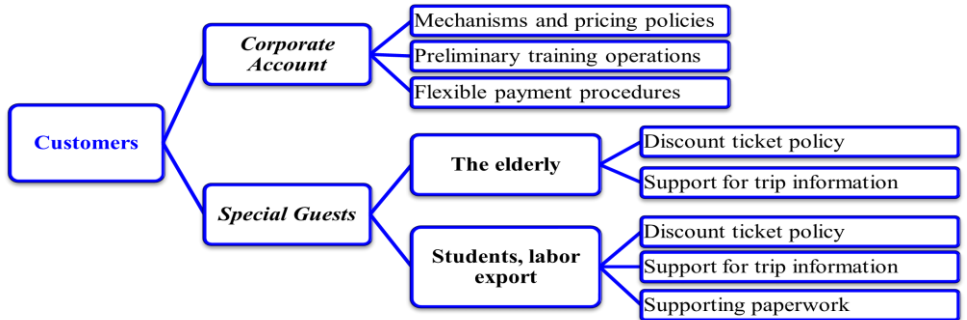


Figure 3.10: Solution structure complete distribution through exceptional customer

3.3.3.2 **complete new online channel**, represented by the diagram Figure 3.11:

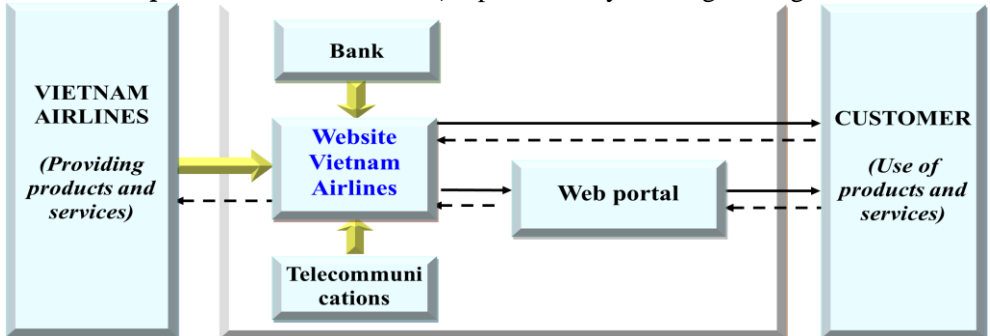


Figure 3.11: Perfecting the online distribution of VNA

3.3.4 Completing the promotion policy for VNA

3.3.4.1 Solution improve ad performance: shown in Figure 3.12:

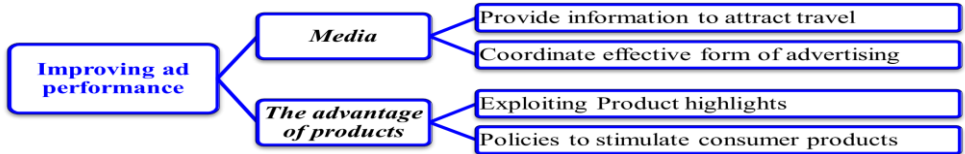


Figure 3.12: Solutions to improve the performance of ad VNA

3.3.4.2 Communication Solutions operating effectively: through the media on VTV, HTV channels, ANTV; major TV channels such as CNN Asia overseas, and LCI Odyssey ITV, Discovery, cannel Plus, Chanel 9, ...; media in newspapers and magazines in the country and the world in several languages with Vietnamese, Chinese, English, French, and communication through the information provided on the website, ... Organize customer through tourism companies, the company organizing the event, ticket agents, ... in order to stimulate demand and increase customer products and services use.

3.3.5 Improving the human element to the VNA, is focused on two solutions to the diagram in Figure 3.13:

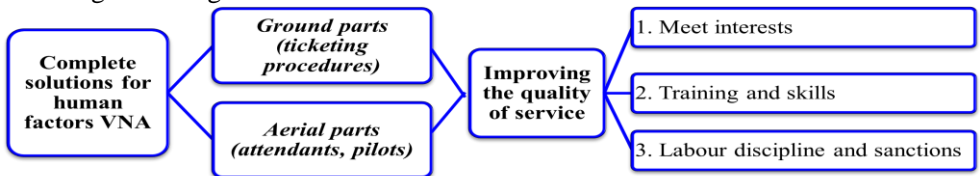


Figure 3.13: Solution improvement of human factors for Vietnam Airlines

3.3.6 Improving processes for VNA services, focused on two main solutions to the diagram in Figure 3.14:



Figure 3.14: Solution finishing procedures for Vietnam Airlines

3.3.7 Completing the visible elements for VNA

3.3.7.1 Solutions to invest modern facilities for the VNA, is described through diagrams 3:15:



Figure 3:15: Solution for investment modern facilities for VNA

3.3.7.2 Advanced Imaging Solutions, uniforms and reputation for Vietnam Airlines, is described through diagrams 3.16:

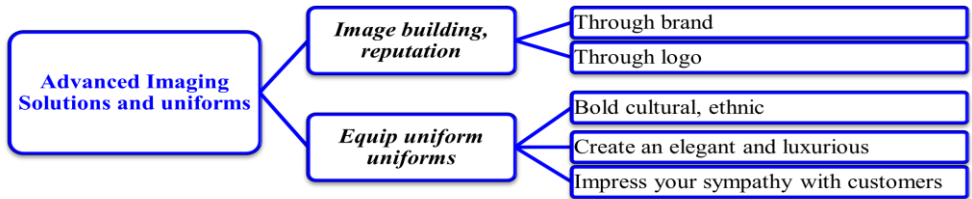


Figure 3:16: Advanced Imaging Solutions, uniforms and reputation for VNA

3.4 CONDITIONS DEVELOPING SOLUTIONS

3.4.1 Conditions on base material and machinery equipment: civil aviation industry requires a very high element of physical facilities and equipment to meet the general trend of the world's aviation science and technology, from the investment in modern aircraft means to invest in infrastructure airport of international standards with great expense, ... aviation industry in Vietnam in general and in particular VNA requires special attention State's financial resources to invest in upgrading facilities and equipment to ensure high uniformity and stability in the management and operating efficiency of air transport operating on a large scale in the country and the world. The good response facilities and equipment in the current period is crucial for the VNA, using the marketing mix activities will contribute to the communication strengths and excel to attract VNA customers and enhance their competitiveness in the aviation market and abroad.

3.4.2 Conditions on human resources: human resources factor is very important in air transport enterprise, from executive management to the production department to engage highly qualified, professional service, enthusiasm and spirit of high responsibility to work to master scientific and technological processes, create a work culture in business, ... contribute to improving economic efficiency in the context of extensive international airline alliances. So VNA should focus recruitment of qualified labor in the first place, combined with the training regime of professional and focused attention on the lives of employees, remuneration regime, revenue added attraction, ... to create psychological and spiritual best for promoting employee creativity, ideas and long-term commitment to work through them to bring high economic efficiency of business processes.

3.4.3 Conditions in the management and administration: of Business passenger transport by air is the coordination of many departments and functions within the carrier, focusing on the management of operating activities ticket sales from the stage of product introduction, price management, executive management and distribution network, operations management and supervision of staff in their work and ticketing procedures for airline passengers, ... the management of the operating business is an important factor determining the success of the carriers. To better manage and administer the sale of tickets, VNA need to focus on building the marketing mix policies effectively to customer needs research, market research and

competition for leadership based themselves to market products based on the effective management and efficient operating parts of the business chain.

3.4.4 Working Conditions in training to improve professional: Recently VNA loose by management, supervision of ticket sales, some dealers have improperly sold prices, higher income disparity more than the prescribed fare, passengers pressing claims led to affect its reputation. Besides the occurrence of many agents professional errors, such as mistakenly business name, confusion booking class, do not forget to re-confirm payment and place result in cancellation, visitors to the airport ... no place in the system should not perform flight. So should focus VNA improve professional training for those agents to avoid unnecessary confusion errors in the process of serving customers, and interested in training to improve communication skills, behavior parts exposed to direct customers to contribute to the improvement of service quality and competitiveness in the market in the context international airline alliances.

❖ **CONCLUSIONS CHAPTER 3:** On the basis of the development of aviation passenger transport world SkyTeam alliance, along with the goals, development strategy of Vietnam Civil Aviation passenger transport services in general and in particular the 2020 VNA, author proposes solutions for improvement in policy 7P marketing services based on the actual situation and orientation, strategy development business aviation forecast market movements should be feasible in business passenger transport services by air. Proposal 7 complete solutions marketing policy for VNA services through passenger transport: product policy; pricing policies; distribution policy; promotion policies; human factors; factors and physical processes. For the proposed solution feasible, stating the thesis and conditions for the implementation of the solution at the most effective way, on that basis and make recommendations to the State authorities row units not intended to be applicable and effective implementation of the proposed solution, contribute to improve the marketing of services in the context international airline alliances VNA, in order to improve service quality and competitiveness, maximize revenue, profit , aims for sustainable development.

THE CONCLUSIONS AND RECOMMENDATIONS

1. THE CONCLUSIONS AND RECOMMENDATIONS

a) CONCLUSION OF NEW CONTRIBUTIONS OF THE THESIS

(1) System and deepening of the rationale for the variables in the model of marketing services business 7P in passenger transport services by air;

(2) Proposal for 7 variable arguments (7 solutions) VNA applied in the context of international airline alliances are feasible, including measures: Policy, pricing, distribution promotion; human factors; service processes and tangible factors.

(3) Through the application of economic theory to modern construction problems pricing model to meet the needs of customers and maximize profits for VNA formula margin p':

$$p' = \frac{1}{\left(1 - \frac{1}{\eta}\right)} - 1$$

(where η is the elasticity of demand price):

b) CONCLUSION OF THE FINDINGS OF THE THESIS

- Research traits, characteristics of passenger transport services by air. Codify and clarify the rationale of the variables in the model of marketing services 7P and learn through experience marketing of some airlines in the world in and out of the SkyTeam alliance, ... thesis make new arguments through 7 variables of the model 7P marketing services to deploy, applied to passenger transport business by air.
- Analysis and assessment of the development, policy implementation and results of marketing services deployment model 7P VNA, which indicate the advantages and disadvantages as a basis for completing the proposed seven variables (7 solutions) in the model policy 7P marketing services in passenger transport by air.
- Propose solutions to build and deploy effective model 7P marketing service policy applied to the VNA, including the policy; pricing policies; distribution policy; promotion policies; human factors; elements of the process and tangible factors. 7 To implement solutions effectively, the thesis proposes a number of solutions to support policies contribute to improve marketing services for the VNA in the context of international airline alliances.

2. RECOMMENDATIONS

a) *To recommend to the competent authority* of the relevant field to coordinate effectively during passenger service to ensure enhanced service quality and competitiveness, maximize revenue, profit, aims for sustainable development in the context VNA international airline alliances:

- National Assembly should amend and supplement a number of articles of the Law on Civil Aviation of Vietnam to suit the context in the context airline alliances.
- Ministry of Transport, promptly issued circulars and directives of business operations of the business aviation equality. Skip ceiling on domestic routes and simplify procedures for passengers.
- Aviation Administration of Vietnam, quickly solving appraisal, approval, authorization for the operations of business aviation and professional training programs, training to improve the quality of human resources.
- Airport authorities, quickly resolved promptly and business aviation incurred by passengers incurred in Airports and airfields.
- Airports Corporation, guarantee quality of service provided to airlines and passengers, ensuring the stability of the equipment at Airports and airfields.
- Parts directly related to the procedure of passengers, the border security, aviation security, to simplify customs procedures, communicate with the passenger-friendly, timely coordination with airlines in the troubleshooting process. Tourism and build the program package tours, organize events, conferences and fairs, domestic and international, ... to create their own unique and attractive to attract the travel needs of passengers by air.

b) *Recommendations for further research towards the thesis:* Study the overall marketing policy for VNA services in the context international airline alliances, including goods and services luggage. The authors delve into other solutions 02 on 05 solutions need further research in model 7P marketing policy passenger transport VNA services are: solutions and human factors solutions tangible factors.

SCIENCE PROJECTS LIST ALREADY PUBLISHED BY AUTHOR

I. SCIENTIFIC ARTICLES

1. Dinh Quang Toan (2012), *"Marketing research applications in the air transport integration and international alliances"*, Journal of Transportation, the number of months 10/2012 - Page 47, 48, 49 and 58.
2. Dinh Quang Toan (2012), *"The role of prices in the air transportation integration period and the international coalition"*, Transportation Journal, 11/2012 of May - Page 44, 45, 46 .
3. Dinh Quang Toan (2012), *"Systems Research rates in air transportation in Vietnam, the integration and international alliances"*, Journal of Transportation, the number of months 12/2012 - Page 46 , 47, 48, 55.
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5. Dinh Quang Toan, Dr. Tran Van Kham (2013), *"The situation on the channel for the transport of passengers by air integration period and global alliance"*, Economic Information aviation science - Institute of Aeronautical Sciences, 3, and May 4, 6, 7 and 8, 2013 - Page 11, 12, 13, 14, 15, 16.
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11. Dinh Quang Toan, Dr. Tran Van Kham (2014), *"Promotion policy in the transport of passengers by air and the integration of international airline alliances"*, Economic Information aviation science - Institute of Aeronautical Sciences, No. 5/2014 - Page 15, 16, 17, 18.

12. Dinh Quang Toan (2014), *"Modeling the problem in order to maximize profits in the transport of passengers by air and the integration of international airline alliances"*, Journal of Transportation , of month 9/2014 - Page 44, 45, 46.
13. Dinh Quang Toan, Dr. Tran Van Kham (2014), *"The products and services of passenger transport by air within the context of international airline alliances"*, Journal of Aviation Vietnam - bureau not Vietnam, 1 month period 10/2014 - Page 19, 20, 21.
14. Dinh Quang Toan, Assoc.Prof.Dr. Tu Sy Sua (2014), *"tangible factor in passenger transport services by air and the integration of international airline alliances"*, Economic Information Scientific aviation - Aviation Institute of Science , No. 6/2014 - Pages 14, 15, 16.

II. THE SCIENTIFIC RESEARCH TOPICS

1. Dinh Quang Toan (2011), subjects participated in DT114038 - Department of Transportation number 010/HDTKCM-NNL date 14/04/2011: *"To study and propose solutions to human resource development in transport sector"*, acceptance date was 11/23/2012.
2. Dinh Quang Toan (2012), subjects participated in DT124017 - Ministry of Transport No. 01/HDTKCM-NNL date 14/01/2012: *"Research and propose solutions for human resource development lines Transportation sector key"*, dated 25.01.2013 was accepted.
3. Dinh Quang Toan (2013), subjects participated in DT134043 - Ministry of Transport No. 03/HDTKCM-NNL date 09/06/2013: *"Research on human resource development Urban Railway"*, has experience collection date 19/06/2014.
4. Dinh Quang Toan (2013), involved in the subject DT134042 - Ministry of Transport No. 09/08.26.2013 HDTKCM-DT134042 day: *"Research and development personnel management and exploitation of highway Vietnam Men"*, was dated 18/12/2014 acceptance.