A TikTok Tourism Channel for Huynh Quyet Company

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***Abstract*—This undergraduate thesis creates and operates a TikTok channel for Huynh Quyet Company's tourism services in Hanoi. The student posts videos of destinations, hotels, resorts, and first-person travel experiences, then examines early channel analytics. The manuscript reports more than 8.2 thousand views over roughly 60 days without paid advertising. It states that much of the reach came from platform recommendations and that experience-based reviews performed better than simple service introductions. The result is an early communication case, not proof of increased bookings or lasting brand recognition: the reviewed material does not include a matched baseline or a reconciled reservation record. This summary preserves the actual trial scope and the student's content recommendations.**

***Index Terms*—tourism marketing, TikTok, destination review, short video, organic reach**

I. Introduction

Tourism services benefit from showing places and experiences rather than listing features alone. A new TikTok channel may reach viewers outside its follower base, but views do not reveal travel bookings. The thesis asks how Huynh Quyet can develop destination and service videos and interpret early audience signals [1]. Earlier ICTU undergraduate theses on related topics provide context [5], [6], [7], [8], [9], [10], [11]. These works were selected for this English summary and are not attributed to the source thesis bibliography. Published background sources on the methods and domain of this project provide context for the English summary [2], [3], [4].

II. Methods

The student builds and operates the company channel, posts travel and resort-related videos, and reviews TikTok analytics by reach and audience. The content comparison in the manuscript contrasts experience-based reviews with more direct service introductions. Its observation period is about 60 days, with no paid advertising reported. There is no controlled creative test or booking-level attribution ledger [1].

III. Results

The source reports more than 8.2 thousand views in the initial period and describes recommendation traffic as a principal source of exposure. It observes stronger performance for destination and resort reviews than for direct service descriptions and notes a young-adult audience. These are author-reported platform observations; they do not measure completed trips, reservations, or revenue [1].

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IV. Discussion

Tourism videos can attract interest through authentic experience, visual quality, and a clear opening, but platform reach is not a business outcome. A follow-up should compare video formats within matched periods, retain dated analytics, record inquiries and bookings, and identify repeat viewers. Earlier ICTU website and brand projects offer context for visual presentation and customer communication [1].

V. Conclusion

The thesis establishes an initial TikTok tourism channel for Huynh Quyet and reports early organic views over about 60 days. It recommends more experience-led storytelling. A reliable effect on bookings or durable brand awareness remains unverified [1].

References

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