

Research on the application of marketing strategies to promote tourism branding in Tuyen Quang province.

Duong Thi Minh Thuy

Abstract: In the context of current socio-economic development, promoting tourism brands has become a key factor in the strategy for developing the tourism industry. This topic aims to analyze and propose appropriate marketing strategies to enhance the effectiveness of promoting the tourism brand of Tuyen Quang province. The research method is based on a combination of assessing the current situation through market surveys and modern marketing theory. It is expected that the results of this topic will contribute to improving awareness of Tuyen Quang province's tourism among the community and potential customers, thereby enhancing the local competitive position.

Keywords: Brand promotion, marketing strategy, tourism, Tuyen Quang province, practical research