

Apply technologies to Promote the image of tourist destinations in Ho Chi Minh City, Vietnam

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Abstract

In today's increasingly modern society, the tourism industry is gradually developing strongly. More than just a service industry to serve the needs of rest and entertainment for tourists, it has gradually become a spearhead economic sector of the country, contributing a lot to the economy of the country. However, under the appearance of Due to the current COVID-19 pandemic, the tourism industry has gone through an extremely difficult period, and is currently still on the way to resurgence. From that, it can be seen that this is a very urgent and completely appropriate issue. Therefore, researching and applying technology to promote the image of tourist destinations in Ho Chi Minh City, Vietnam, is very important and necessary.

Keywords: technology, business, tourist, promote, economy.

1. Introduction

Ho Chi Minh City (HCMC) is a large province of Vietnam, considered the largest economic center in the country, once attracting many tourists. A huge calendar from domestic to international, is still gradually recovering after the pandemic. With a favorable geographical location, great tourism potential and a full range of services from ordinary to high-class, it is not too difficult for Ho Chi Minh City to attract tourists arrive. Before the epidemic period, Ho Chi Minh City attracted many visitors. According to statistics from the Department of Tourism of Ho Chi Minh City, the total number of visitors to Ho Chi Minh City in 2019 reached 41.3 million visitors. However, due to the impact of the epidemic, the total number of visitors gradually decreased to 17,182 million visitors in 2020 and only 9.35 million visitors in 2021. And after the epidemic period, from the beginning of the year 2022 By the end of December 2022, the total number of visitors to Ho Chi Minh City had increased by about 28.5 million visitors. This is a stable number and bodes well for our tourism. Ho Chi Minh City after the epidemic Therefore, now it is necessary to push even harder to have can fully recover and develop stronger than in the pre-epidemic period. become one of the most prominent tourist destinations in Vietnam. That's why Ho Chi Minh City Currently, the most important thing is to have an actual analysis and survey about accessibility. of tourists and tourism destination marketing solutions in specific cities to implemented based on the actual condition of the city in order to attract domestic and international tourists. more international arrivals than in the pre-epidemic period. It can be seen that today, tourism seems to be an indispensable activity. in people's lives and also make a great contribution to the whole economy. countries and for society. Support the creation of jobs for society and contribute contribute to the strong development of the national economy. Not only Vietnam, but many countries around the world have also oriented to developing the tourism industry into a key economic sectors of the country And the first thing to be able to grow To understand the nature and definition of tourism, Regarding the definition of tourism, there are many concepts put forward to reinforce More travel information With the foreign definition, based on the definition of the

Group United Nations World Tourism Organization (UNWTO, 2007), "Tourism includes all activities of individuals to, from, and regularly for a period of not more than 1 year for different purposes, except for the purpose of making money every day.

2. Literature review

Nguyen Thi Bich Thuy and Pham Ngoc Ai (2014), Identity Communication tourism destination brand through websites: The case of Da Nang City, Scientific Conference on Administration and Business, University of Economics, University of Danang Nang, 316-322. Research focuses on communication and brand recognition. destination through a website; online means are the main. Research mentioned Many of the features of the brand identity that were mentioned by previous authors Schmidt (1995) presents a brand identity mix consisting of organizational culture, organizational behavior, market conditions, strategies, products, and services. services, communications, and designs. Brand identity consists of three components: Relationships, behaviors, and symbols (Cardador and Pratt, 2006). However, after drawing from other studies, Nguyen Thi Bich Thuy and Pham Ngoc Ai (2014) introduced the brand identity of a destination that will include: consists of three main elements: (1) Destination design: presentation and establishment of a visualizing the destination by ways of designing tourism logos, colors, slogans, symbols, street signs, or urban design, (2) Destination behavior is carried out by authorities and citizens and is monitor the actual environment of the destination on pricing, distribution, and other conditions of consumption, enjoyment of products and services, festivals, events, (3) Information Destination communication: forms of communication, internal and external communication External images include various forms of advertising in which the tagline Branding plays an important role in personal selling, public relations, and publicity. press about the destination image. M.S. Balakrishnan, N., and L. (2008), Destination Brand Components, UOWD. The study points out the theoretical bases related to destination brands, image destination image, destination brand composition, and the importance of brand image. At the same time, the author relies on Maslow's hierarchy of needs to evaluate Consumers' overall brand image consists of five main levels: (1) Demand Physiological needs, (2) safety and security needs, (3) Relationship needs, (4) Self-esteem, (5) Implementation needs. Through it, identify the components of destination marketing. need to be performed. Specifically, (1) Regarding physiological needs, it is necessary to study the characteristics of the epidemic. services, destination facilities, (2) safety and security, political issues, and information trust, hospitality, infrastructure, (3) In terms of relationship needs, the experiences of tourists at the destination, (4) About self-esteem, destination brand, and image destination, (5) On the need to carry out research on the possibility of tourists coming back destination after experience. Research results provide the ingredients that make up tourism destination brand of a destination. From there, the following studies can Apply it in practice to find out the current situation.

Tourism destination is a large and broad geographical concept with many definitions from agencies and authors. Specifically, tourist destinations have can be seen as a place that tourists want and choose to stay. Stay for a certain period of time to satisfy needs and experience own experience through the characteristics that the place has (Leiper, 1995). At the same time, it is also a place where facilities and services are designed to meet visitor needs (Cooper et al., 1998). We can also understand A tourist destination can be viewed as a tourist product for exploitation or a Brands leave an impression on customers. In which the tourist destination is the combination of six factors that have the effect of attracting tourists, including: (1) Points attract visitors; (2) Facilities and amenities; (3) Accessibility; (4) Human resources force; (5) Image and features; (6) Price (Mike & Caster, 2007). Overall look Of the six factors above, it can be seen that attractions are an important factor. the largest to decide whether tourists come to this tourist destination or not.

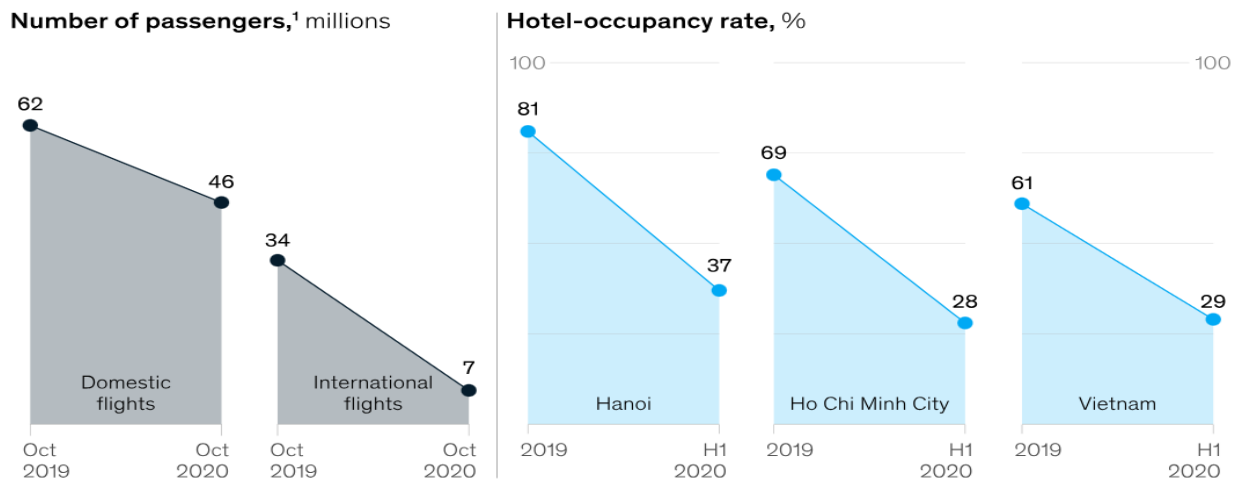
3. Research Methodology

Theoretical Research Methods: Synthesize Documents and Works research related to the topic to generalize about the issues and concepts related to the topic. related to tourism and tourism destination marketing Expert interview method: Make questions related to the topic. tourism destination marketing to interview knowledgeable industry experts tourism. From the answers received, synthesize similar factors and put them in model of factors affecting

tourism destination marketing Methods of analysis and synthesis: Through collected data and documents obtained from books, newspaper pages, content, research works, and conducting analysis factors affecting tourism destination marketing From there, synthesize and submit. Present practical solutions to the situation.

4. Research result and discussion

Figure 1. Covid-19 had an outside impact on Vietnam's tourism sector



Source: CBRE; CAA of Vietnam 2020

The number of international visitors to Vietnam in the whole year of 2020 only reached 3.8 million, down 78.7% over the previous year, of which more than 96% were international visitors in the first quarter of 2020. From the second quarter to now, mainly foreign experts and technical workers have been working on projects in Vietnam. Besides, the application of technology is extremely important. These include the most advanced technology applications in the field of tourism, such as artificial intelligence (AI), cloud computing, big data, Blockchain, 3D technology, and virtual and augmented reality technology. augmented reality (VR, AR), the internet of things (IoT), location technologies (GIS, GPS, LBS), the internet, social networks, and future generations

MINISTRY OF CULTURE, SPORTS AND TOURISM
VIETNAM NATIONAL ADMINISTRATION OF TOURISM

COVID-19 VACCINATION CERTIFICATE

REGISTER required to get LOGIN information **REGISTER**

Username

Password

☒ Remember login **LOGIN**

Forgot your password

Phone number (Zalo/Viber/WhatsApp/Telegram): (+84) 906150276;
Email: tttc@vietnamtourism.gov.vn

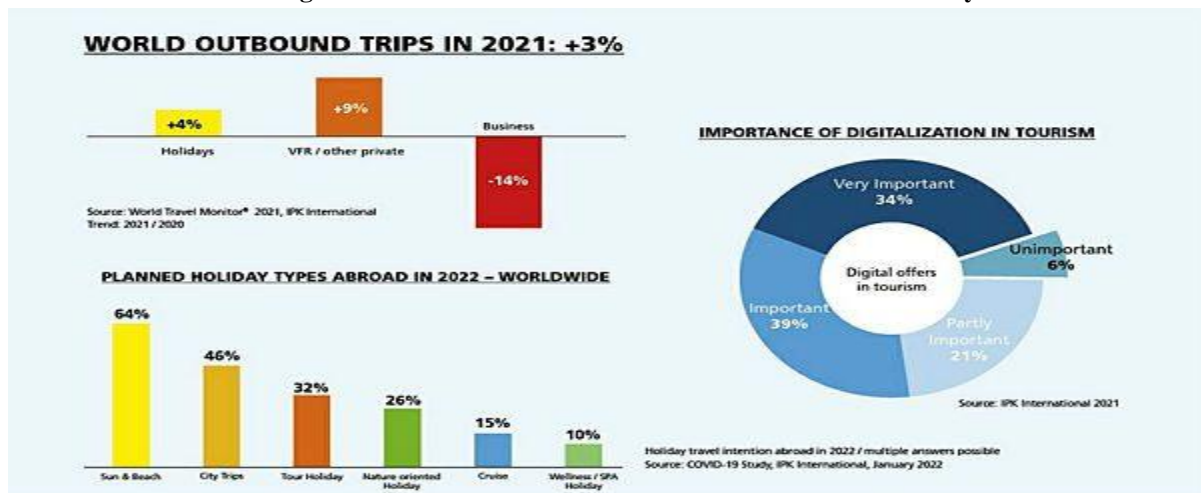
WEBMASTER: TOURISM INFORMATION TECHNOLOGY CENTRE

Figure 2. ministry of culture, sports and tourism

Source: webmaster tourism information technology centre 2020

In building a digital database system for the tourism industry, up until now, a database of international travel businesses, guides, tourist accommodation establishments, tourist destinations, and destinations has been formed. tourism statistical data system and calendar; coordinate with related parties to develop applications to connect management information systems from central to grassroots; develop advanced technology applications to serve tourists; support the business community to start creatively applying IT to develop tourism to incubate new, creative, and breakthrough ideas in the industry; and support and train tourism management staff in localities and tourism enterprises on IT applications for tourism.

Figure 3. Trend reversal in the international tourism industry



Source: Covid-19 Study, IPK International 2022

Online travel has been applied in many places, especially since the COVID-19 pandemic has spawned many travel activities that are completely internet-only. However, online tourism is still limited in its cooperation between sectors in the tourism industry and has not yet created a rich and effective cross-cutting experience for visitors. For truly sustainable development, it is necessary to connect key players in the tourism industry together based on technology to create a more efficient environment for data collection and processing and improve the user experience. This is the main factor in stepping into a smart tourism ecosystem.

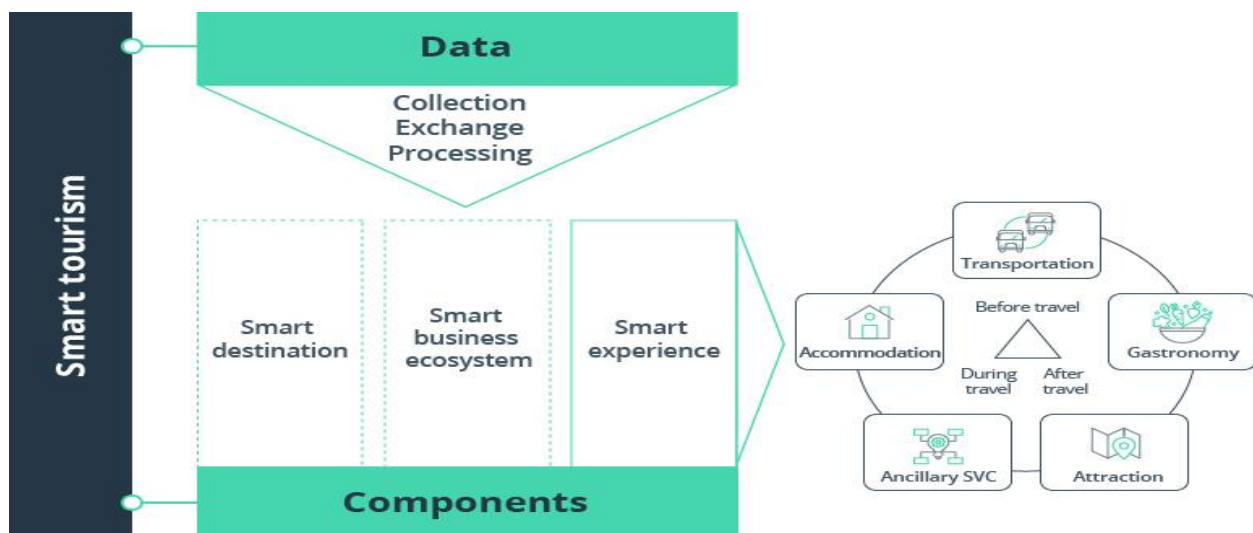


Figure 4. Smart tourism model

Source: Intellias Global technology partner 2020

5. Recommendation

Promote the exploitation of the existing target market in Ho Chi Minh City. Tourists know about Ho Chi Minh City and tourist attractions from personal sources and public sources. plus, commercial sources. Which tourists come to tourist attractions in Ho Chi Minh City Most of them are of school age students and from 25 to 35 years old. In general, they are all degrees. youth with the goal of learning, exploring, and visiting, as analyzed. This also shows that the youth of HCMC are very interested in history and cultural values. through attractions. Therefore, it can be applied by preferential methods. offers and discounts on entrance tickets at attractions for tourists of school age students by giving student cards or incentives to young people. in groups to continue to attract more young people to visit HCMC. According to the survey results, image and destination brands have been reported. Customers know Ho Chi Minh City the most through its image. Young, modern, and dynamic. At the same time, it is also a valuable destination. culture and history for hundreds of years. Therefore, developing the image and brand of the destination is important because it is a modern city but also has a Hundreds of years of history are entirely possible. Design a brand identity for the city to increase awareness. tourism brand for customers. Choose one or a combination of attractions in city to create a tourism logo for the city with the brand slogan of the destination. You should combine many striking colors to create a distinctive impression. With the inherent strengths of abundant tourism potential and a transportation infrastructure system, With diverse information, Ho Chi Minh City should expand more tourism products by combining many neighboring provinces. In addition, Ho Chi Minh City can link with other provinces. into the Southwest region to combine city tourism with river tourism and cultural tourism with Cham, Khmer, and Chinese ethnic communities To ensure the construction of the destination's image and brand. smoothly Sharing and, most importantly, the supervision and inspection of tourism products are carried out. Whether in the right direction or not is essential. The linkage process between districts and provinces should be closely monitored. neighborhood to build tourism products for the city in a harmonious way, in accordance with natural resources that each place has. The tourism products of tour operators should have a set of standards. evaluate the quality to ensure about attractions, accommodation facilities, and restaurants drinks, entertainment services, and suitable means of transportation. For lovable brand of tourism products that the Ministry of Culture, Sports, and Tourism has set out, the type of tourism MICE tourism and city tourism both require a quality tourism product and a combination of high-class services. Any activities related to newspapers, magazines, or tourist information channels As diverse as events are, festivals need approval from the State. That is why the The State's participation in the process of promoting tourism in Ho Chi Minh City is a indispensable job to help tourists access the destination more easily. Promote propaganda and promotion for tourist destinations in Ho Chi Minh City with the following points: Outstanding tourism in the city through newspapers, television, and news. Practice The center broadcasts tourist information on daily news channels. TVC advertises tourism on channels. Pine Usually, on news channels, radio, and television, there will be a variety of viewers, from young age to retirement age; From students to officials or workers Staff: All businesses will watch these channels for news updates. prestige from the State every day. Therefore, the promotion through channels This will help Ho Chi Minh City continue to promote the exploitation of the target market with the object Students learn knowledge; officers and staff participate. entertainment agency, and at the same time, help to further expand the target market to over 46 years old and retired. It will help Ho Chi Minh City attract more tourists. Ho Chi Minh City, as analyzed in its strengths, has a full infrastructure system. road, air, rail, and river traffic. With potential Thus, the solution to marketing tourism destinations through the transport infrastructure system The specific information is as follows: Implement policies to overcome traffic jams that occur frequently in HCMC. Referring to Ho Chi Minh City, the problem of traffic jams is an indispensable problem and seems to have become a "feature". Therefore, there is a need for participation. from the State and local authorities to mobilize police forces assigned to traffic at peak hours to limit traffic jams, helping vehicles Convenience in traffic, including tourist cars, makes it easier to circulate without delay. time. Regular inspection and monitoring of subsidence, bad roads, as well as road sections that are prone to accidents to limit traffic accidents during the

process. sightseeing tours of tourists and participating in the traffic of people living in HCMC. This will help ensure the safety of visitors and help tourists have a better view of the city's transport infrastructure system.

6. Conclusion

In today's increasingly developed society, the tourism industry in Vietnam and the world is gradually getting more and more attention. For a destination to develop well and attract many tourists to visit, the marketing of tourist destinations Calendaring is a task not to be missed. Although this work requires the participation of many stakeholders and many activities need to be implemented, and long-term implementation but this is necessary work for every destination, not only Vietnam. south, but also in the whole world.

Conflict of interests

None

Acknowledgement

Make a valuable practical contribution to outcomes provide for further study and research with information sources and documents on the Theoretical basis, current situation of tourism activities, and destination marketing in Ho Chi Minh City to date 2023-2024 and the city's tourism destination marketing solutions. This will help Ho Chi Minh City develop more and attract more tourists. more with both domestic and foreign visitors.

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