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### DIGITAL TRANSFORMATION, COOPERATION AND GLOBAL INTEGRATION IN THE NEW NORMAL

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## VIETNAM TOURISM AFTER COVID-19 PANDEMIC

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### **Abstract**

*Based on studying some general issues in tourism, analyzing the current situation of Vietnam's tourism development in the past time, especially after the Covid-19 pandemic, the authors have proposed a number of solutions to overcome this problem. recover as well as continue to develop this key and important economic sector in the coming time.*

**Keywords:** *Tourism, tourists, Covid -19 pandemic, international visitors, domestic tourists*

### **1.Introduction**

The consequences of the Covid-19 pandemic are extremely great for the economies of countries, including Vietnam, especially the tourism industry, especially international tourists. According to the General Statistics Office (Economics 2022-2023: Vietnam & the World), if the number of international tourists in 2020 decreased by 78.7% compared to 2019, it also decreased by nearly 96% in 2021 compared to the previous year. Thus, in the two years 2020-2021, the number of international visitors decreased most. However, from 2022 to the present time, Vietnam's tourism has had a significant recovery: the number of visitors went up, (especially domestic tourists), the number of days of staying increased and the average expenditure per year increased. However, Vietnam's tourism in 2022 and the first half of 2023 has not yet developed as strongly as expected: the scale of international arrivals is still low compared to many countries in terms of the number of returning visitors. The second time still accounts for a relatively small percentage. Thus, for Vietnam's tourism to continue to develop after the Covid-19 pandemic, radical solutions are needed to bring this "smokeless" industry to the right position.

## **2. Literature review and research methodology**

### **2.1 Literature review**

#### Definition of tourism

There are many different definitions of tourism such as:

Tourism is the study of a man away from his usual habitat, of the touristic apparatus and networks, of the ordinary or non-ordinary worlds and their dialectic relationships (Jafari, 1995)

Tourism can be thought of as a whole range of individuals, businesses, organizations, and places which contribute to delivering a travel experience. (Cooper, 1993)

Tourism is an industry whose products are consumed in loco, producing invisible exports. (Wahab, 1977)

According to Wikipedia, Tourism is travel for pleasure or business purposes; It is also the theory and practice of organizing travel programmes, the business of attracting, providing and entertaining tourists, and the business of tour operators. (Oxford English Dictionary, Oxford University Press, September 2005)

#### Types of tourism

There are many different types of tourism: resort tourism, eco-tourism; cultural and historical tourism; tourism, sightseeing, discovery; Team Building tourism... Besides those traditional forms of tourism, in recent years, many new forms of tourism have appeared such as: solo travel, self-driving car travel; rural tourism; According to the World Tourism Organization, tourism is also divided into many specific forms such as: business tourism; recreational, dynamic and special tourism; domestic, borderline tourism; sightseeing tourism in the city; adventure travel, discovery, experience; travel MICE exhibition conference; stress-relieving travel, backpacking, self-exploration; backpacking; Island Tourism; cultural tourism; Ecotourism; medical tourism; tourism for the elderly; online travel (Wikipedia)

#### Roles of tourism

First, in terms of economy, tourism is one of the important service industries, contributing to a country's GDP, increasing the country's revenue. Thanks to tourists bringing foreign currency into the country for spending and shopping, tourism is a form of local export; Socially, tourism contributes to creating jobs for workers, eliminating disparities between regions in the country. Tourism also has the effect of promoting the country, its people, culture, practices, and socio-economic development achievements to international tourists, making the world understand more about their country. It contributes to making countries in the world understand each other better and closer together. In that sense, domestic tourism also makes localities in the country understand each other better, stick together more, and does tourism with each other. Not only that, but tourism also contributes to environmental protection through visitors must pay fees, tourism units invest in creating landscapes, planting trees, creating bonsai grounds, environmental sanitation. In addition, international organizations often sponsor for the conservation of cultural and natural heritage.

It should be noted that, in addition to the positive roles, if developed in the wrong direction, tourism also brings negative impacts in terms of economy, society and environment such as: too much dependence on tourism, imbalance between regions; environmental pollution, social evils due to exploitation of unhealthy industries...

#### -Factors affecting the tourism industry

Sustainable tourism development in general is affected by factors such as: (i) Infrastructure development is the system of roads, railway stations, airports, ports, telecommunications, communications, water supply and drainage, electricity network... (ii) With regard to developing material and technical foundations of the tourism industry, all material and technical aspects are mobilized to participate in the exploitation of tourism resources in order to create develop and implement services/goods that satisfy the needs of tourists during their journey (Vu,2012) Tourism resources, which is natural landscapes, natural factors, and cultural values as the basis for the formation of tourist products, tourist sites and tourist attractions to meet tourism demand. Tourism resources include natural tourism resources and cultural tourism resources (Vietnam Tourism Law, 2017) (iv) Human resource training development, which the tourism industry requires a team The workforce is not only good at expertise but also good at foreign languages, communication, attitudes, and behavior. (v) The level of organization and management of the tourism industry, which is sector planning, rational allocation of resources resources, investment policies, incentives, and creating all conditions for the tourism industry to develop. (vi) Tourism service quality, which is the level of customer satisfaction through service quality that provided by travel agencies, is to create conditions for firms to compete in a healthy way. (vii) This is a very important factor for sustainable tourism development. The community here is the participation of all 3 parties which is residents, tourism businesses and tourists.



In another study done by Nguyen Phuoc Hoang, it can be confirmed that there are 8 factors affecting the sustainable development of ecotourism, which are: (i) Human resources (ii) Economic resources (iii) Environmental resources (iv) Facilities (v) Socio-cultural resources (vi) Tourism management policy (vii) Inter-regional tourism and (viii) Natural resources (Nguyễn Phước Hoàng, 2023)

-Experience of some countries in tourism development

Through studying and researching the success in tourism development of some countries in the world, especially of some countries in the region such as China, Korea, Japan, Thailand, Hong Kong, and Malaysia, some of the lessons learned are as follows:

Firstly, we should focus on tourism development policy, considering tourism as a spearhead economic sector. Moreover, there must be a synchronous mechanism and policy to mobilize synergy for development.

Second, we should develop a national socio-economic development strategy, in which the tourism industry must be placed in that strategy.

Third, we must focus on developing human resources for tourism. It is the professional and high-quality tourism human resource that is one of the factors that helps raise the country's position and competitiveness in attracting international tourists.

Fourth, we could invest and strongly develop infrastructure for the development of the tourism industry, especially the modern transport system, or shorten the travel time between destinations so that tourists have more time to travel. We could build tourist centers, supermarkets... for tourists to conveniently shop, serve tourists for the best.

## **2.2 Research methodology**

To carry out this article, the author uses qualitative methods mainly with traditional tools such as descriptive statistics, analytical statistics, interpretation, induction, comparison... Secondary data is collected and taken from sources such as: General Statistics Office; Vietnam National Administration of Tourism... In order to serve the research on the theoretical basis of tourism, the author uses textbooks, books on tourism as well as scientific research works on tourism published in journals and scientific conferences.

## **3. Results and Discussion**

### **3.1 Looking back at the heavy decline of Vietnam's tourism during the Covid -19 pandemic**

Starting from the beginning of 2020, tourism is considered the most sensitive economic sector to the impact of the Covid-19 pandemic. Since March 2020, Vietnam has stopped welcoming international visitors, leaving only domestic tourism activities.

Many targets and plans setting out for the tourism industry have not been realized. The decline in visitor numbers has occurred in all provinces and cities. Specifically, Ho Chi Minh City only welcomed 1.3 million visitors, went down to 85% compared to 2019; Khanh Hoa welcomed 1.2 million arrivals, decreased gradually to 82.3%, of which international arrivals only reached 435,000 arrivals, fall down to 87.8%; Da Nang only welcomed 881,000 international visitors, went down to 61.2%; Quang Ninh welcomed 536 international visitors, fall down to 90.6% (Vu Thi Kim Oanh, 2021)

By 2021, the number of tourists will have been continued to decrease. In the first 6 months of 2021, international visitors will be reached 88.2 thousand arrivals, dropped down to 97.6% compared to the same

period in 2020, the revenue from travel and tourism will also be increased 51.8% compared to 2020. From April 27, 2021, Vietnam entered the 4th epidemic wave. This is the epidemic causing the most damage to Vietnam. All economic activities have almost stalled, especially the tourism industry. In general, in 2021, international visitors in Vietnam are estimated at 157.3 thousand arrivals, lower than 95.9% compared to 2020. Travel businesses fall into a state of crisis, which is a 90-95% stop operating. Vietnam has changed industries, changed business models and reduced personnel. Up to 80% of workers at accommodation establishments have to quit their jobs and change other occupations to earn a living (Thanh Giang, 2022)

### 3.2 The current situation of Vietnam's tourism development after the pandemic

After the Government announced that tourism will be opened to tourists from March 15, 2022, Vietnam's tourism industry has made a good progress. The number of international visitors to Vietnam reached 3,661.2 million, up to 2,228 % compared to 2021 (table 1). Despite the significant increase and the goal set for 2022, which is to attract 5 million international visitors, has not been achieved. Meanwhile, the number of domestic tourists increased sharply, reaching 101.3 million arrivals. It has increased 168.3% compared to before the pandemic in 2019, and was exceeded the plan by more than 50 million visitors. Revenue from tourism still reached VND 495,000 billion, 23% higher than the plan set for 2022. The index of Vietnam's tourism development capacity increased by 8 places compared to 2019, ranking 52/117 economies (VTV.vn, 2023).

Table 1: Comparison of international visitors to Vietnam before and after the pandemic

Year	Thousand turns of people	Growth rate (%)
2018	15.497,8	19,9
2019	18.008,6	16,2
2020	3.837,3	- 78,7
2021	157,3	-95,9
2022	3.661,2	2.228,0
The first 6 months in 2023	5.575,0	52,3

Source: General Statistics Office (Economics 2022-2023: Vietnam and the World and T. Linh, 2023)

On such rapid growth along with many new opportunities that will open up after the pandemic, the tourism industry's goal for 2023 is to welcome 110 million visitors, of which domestic tourists are 102 million and 8 million international visitors, total tourism revenue is 650,000 billion VND (Nguyen Nam, 2022). In fact, the goal set out above is completely achievable and even more likely to be exceeded. According to the General Statistics Office, in the first 6 months of 2023, Vietnam welcomed nearly 5.6 million international visitors, 9.3 times higher than the same period in 2022, and go up to 52.3% compared to the same period in 2022. For the whole year of 2022 (table 1), they reached nearly 70% of the plan set for this year, but still only 65.7% compared to the pre-pandemic level in 2019 (T. Linh, 2023)

In general, over the years, international visitors to Vietnam have mainly been by air, followed by land and finally by waterway (Table 2).

Table 2: Structure of tourists by means of transport to Vietnam

Year	Airway		Waterway		Roadway	
	Thousand turns of people	Proportion (%)	Thousand turns of people	Proportion (%)	Thousand turns of people	Proportion (%)
2018	12.485,0	80,6	215,3	1,3	2797,5	18,1
2019	14.377,5	79,8	264,1	1,5	3.367,0	18,7
2020	3.083,2	80,3	144,7	3,8	609,4	15,9

Year	Airway		Waterway		Roadway	
	Thousand turns of people	Proportion (%)	Thousand turns of people	Proportion (%)	Thousand turns of people	Proportion (%)
2021	111,1	70,6	0,6	0,4	45,6	29,0
2022	3.277,2	89,5	3,1	0,1	380,9	10,4
The first 6 months in 2023	4.886,4	87,6	55,1	1,0	633,5	11,4

Source: General Statistics Office (Economics 2022-2023: Vietnam and the World and T. Linh, 2023

Before the Covid-19 pandemic, tourists from China were still the largest, followed by South Korea. However, during the pandemic, the number of tourists from these two countries to Vietnam has decreased significantly due to China's impact were also heavily affected by the pandemic, so the number of tourists traveling was quite small (table 3). Implementation of the regime. "Zero covid" policy and Korea were also heavily affected by the pandemic, so the number of tourists traveling was quite small (table 3).

**Table 3: Number of international visitors to Vietnam by some nationalities**

(thousands of people)

Nations	2018	2019	2020	2021	2022
Belgium	31,4	34,2	7,6	0,3	11,4
Campuchia	203,0	277,9	121,8	0,7	200,9
Canada	149,5	159,1	42,2	0,6	51,1
China	4.966,5	5.806,4	959,2	57,7	124,9
Taiwan	714,1	926,7	196,7	11,1	136,2
Denmark	39,9	42,0	14,6	0,3	12,4
Germany	214,0	226,8	62,0	1,2	83,6
Netherlands	77,3	81,1	18,5	0,5	27,2
Korea	3.485,4	4.290,8	840	32,5	965,4
USA	687,2	746,2	174,1	3,9	388,9
Indonesia	87,9	106,7	21,7	0,6	36,1
Italia	65,6	70,8	18,1	0,9	20,3
Laos	120,0	98,5	49,7	9,2	77,5
Russia	606,6	646,5	246,3	1,5	39,9
Malaysia	540,1	606,2	117,1	1,2	170,9
Norway	26,1	28,0	9,0	0,1	4,8
Japan	826,7	952,0	205,3	9,3	174,7
New zealand	49,9	47,1	9,6	...	...
Australia	386,9	383,5	92,8	1,0	22,1
France	279,7	287,7	75,2	1,9	81,6
Philippines	151,6	179,2	37,4	1,3	49,3
Spain	77,1	83,6	12,0	0,6	27,5
Thailand	349,3	509,8	127,8	3,0	202,2
Sweeden	49,7	50,7	22,0	0,2	9,7
Switzerland	34,5	36,6	10,9	0,1	11,4
England	298,1	315,1	82,4	1,8	93,8
Singapore	286,2	309,0	52,1	0,8	178,7

Source: General Statistics Office (Economics 2022-2023: Vietnam and the World)

However, this situation has changed completely after the pandemic, starting from 2022. According to the General Statistics Office, in the first 5 months of 2023, Korea is the country with the highest number of tourists to Vietnam (247,538) visitors in May, 1.3 million visitors in the whole 5 months from Korea), followed by China with corresponding figures of 146,755 and 398,891) (Tuong Bach, 2023). If including the first 6 months of 2023, Korea is still the traditional market that provides Vietnam with the most tourists (1.6 million visitors, an increase of 1485.4% over the same period in 2022. Particularly in June, there were 284,350 visitors from Korea). The second place is still China since March 15, 2023. China has put Vietnam

on the pilot list to open tourism in groups, so the number of tourists entering Vietnam has increased rapidly over the months. In the first 6 months of 2023, Vietnam welcomed 557,151 Chinese tourists. (June alone is 158,260 arrivals) (T.Linh, 2023) In terms of continents, Asia is still the place with the highest number of arrivals, followed by Australia and Africa. According to the General Statistics Office; in the first 6 months of 2023: tourists from Asia are 4,191.6 thousand arrivals, accounting for 75.2%; from Europe was 695.3 thousand turns of people, accounting for 12.5%; from the US was 473.4 thousand turns of people, accounting for 8.5%; from Australia was 202.3 thousand arrivals, accounting for 3.6%; and from Africa was 12.4 thousand arrivals, accounting for 0.2% (T. Linh, 2023).

In terms of the daily expenditure structure of tourists, spending on room rental, dining, buying goods and traveling is still the highest (Table 4), in which the first three expenditures tend to increase. The expenditure on re-visits tend to decrease markedly after 10 years (no statistics for pandemic years are available). Spending on shopping for goods is also low because the products are not diverse and unique.

**Table 4: Spending structure of tourists per day (%)**

Types of spending		2009	2019
1.	Renting room	26,2	31,2
2.	Eating	21,1	21,9
3.	Buying products	15,5	16,7
4.	Internal travelling	16,3	16,0
5.	Visiting	11,5	5,0
6.	Nursing	1,1	1,1
7.	Other expenses	8,3	9,0

*Source: Minh Anh: (2021)*

After the pandemic, tourist spending tends to decrease due to the general difficult situation of the world economy (Russia-Ukraine war; rising oil prices, rising inflation...). For many years, the average daily expenditure of international visitors to Vietnam has reached over 100 USD, contributing to the export turnover of tourism services on a fairly large scale. (Table 5)

**Table 5: Export turnover of tourism services in some years (million USD)**

2010	2018	2019	2020	2021	2022
4.450	10.080	11.830	3.232	149	3.841

*Source: General Statistics Office (Economics 2022-2023: Vietnam and the World.*

In the first 6 months of 2023, export of tourism services will reach USD 4.3 billion, up 6.5 times over the same period of 2022. If the average expenditure in 2022 is 1,049 USD, Vietnam's tourism service export turnover in 2023 will be reached 8,392 million USD, less than in the years before the pandemic (Bao Linh, 2023)

The length of stay of international visitors has also tended to decrease in recent years. If in 2005 the average number of staying days reached 8.7 days. In 2013, it increased gradually to 10.4 days - the highest level, then it decreased quite quickly, only 7.2 days in 2017; 5,6 days in 2019 (Minh Anh, 2022)

### **3.3. Discussion (General assessment) on tourism development after the Covid-19 pandemic**

#### **Results**

After the Covid-19 pandemic, Vietnam's tourism industry has made significant progress, reflected in the increase in the number of international and domestic tourists, especially domestic tourists.

- The most tourists to Vietnam are still Asian countries, especially Northeast Asian countries, especially from Korea, China and Japan, which are countries with large trade and investment relations with

Vietnam. The role of these markets is very important in tourism development in Vietnam (Covid disease and China's Zero –Covid policy)

- Tourism is increasingly asserting its position in recovering and promoting economic development, showing increased revenue from tourism, contributing to macroeconomic stability, stabilizing the exchange rate thanks to supply and demand. In fact, foreign currency has increased (the golden period is 2019, the revenue from tourism has reached nearly 33 billion USD, accounting for 9.2% of Vietnam's GDP)

- The role of domestic tourists is increasingly important. It is necessary to make the most of this customer channel, which has the effect of increasing spending, contributing to stimulating consumption demand, and making the tourism industry not too dependent on the number of foreign tourists, especially in times of economic crisis. There are changes in the world economy such as wars, epidemics, etc.

- The Government has timely policies to adjust regulations to create conditions for tourists to come to Vietnam more conveniently...

### **Drawbacks**

- Although the number of international visitors has increased, it is not much compared to other countries in the region such as Thailand, Singapore, Malaysia ... after the pandemic, especially Thailand. In the first 6 months of 2023, Thailand has attracted 12 million international visitors, an increase of more than 5 times compared to the same period in 2022, and the target of the whole year 2023 will be 25 million international visitors, bringing lots of revenue (2.380 billion baht - equivalent to 69 billion USD) (Nam Dong, 2023)

- The length of stay of international tourists tends to be less and less

- The average spending of international tourists is not much. It is necessary to have solutions to stimulate tourists to consume more in Vietnam, thereby increasing the export turnover of tourism services.

- The number of tourists coming back is not much compared to other countries in the region, (only 25-30%, while Thailand is over 70%) shows that the environment is not attractive and has not created the motivation for them to return.

- There is no linkage between localities to exploit the advantages of each region. There is also an overlap in tourism products between regions.

- Advertising and marketing to attract tourists are not good

- Many policies are not synchronized and not giving the most incentives for visitors such as visa regime, visa issuance

## **4. Conclusions and Recommendations**

### **4.1 Conclusions**

Thus, after the Covid-19 pandemic, Vietnam's tourism has achieved certain successes, showing that the number of international tourists and especially domestic tourists has increased significantly, contributing to revenue from the tourism industry. Tourism in general and export turnover of tourism services in particular have been greatly improved. However, compared to the "golden" period of 2019, before the pandemic, Vietnam's tourism is still a gap. In order to shorten this gap and go further and for tourism to truly become a spearhead industry, exploiting the full potential of Vietnam's tourism and adapting to the "new situation" after the pandemic, it is necessary to implement the following synchronous solutions:

### **4.2 Recommendations**

First, properly aware of the role of tourism in economic development. As analyzed above, tourism is an important service industry, which not only brings in foreign currency for the country and stimulates

domestic consumption but also creates jobs and improves the lives of people in the country, in remote areas and ethnic minority areas. It can gradually close the gap in people's living standards between regions in the country. Not only that, developing tourism in the right direction also contributes to environmental protection, ecological environment, creating beautiful landscapes, attracting both domestic and international tourists. To implement this measure, it is not only related to the Government apparatus, tourism businesses but also every citizen.

Second, diversifying tourism products. After the Covid-19 pandemic, the needs of tourists have had certain changes. They are more interested in categories such as: green tourism, eco-tourism, resort tourism, medical tourism, healthcare tourism... In the "new normal" age after the pandemic, tourism must go hand in hand with disease prevention. In addition, Vietnam's tourism industry needs to research and launch new, unique and specific products of Vietnam. To exploit the characteristics of each locality, each province must have a typical tourism product. In addition, from small group travel, family and friend who travel to MICE tourism, it needs to be flexibly exploited to suit each customer segment. In addition, in order for tourists to spend more during their stay in Vietnam, it is necessary to strengthen new forms of tourism such as golf tourism, developing the night economy, and promoting shopping at commercial centers.

Third, promoting tourism promotion activities and promoting products on social networking platforms such as YouTube, Facebook, etc. Cooperate with Vietnamese embassies and representative agencies abroad to organize programs to introduce Vietnam's attractive destinations in key markets, promote the people and country of Vietnam, cultural heritages, historical-cultural relics, and scenic spots. Besides, it is necessary to build and develop national, regional and business tourism brands. The Government needs to soon implement the establishment of Vietnam tourism promotion offices abroad, first of all in some key markets.

Fourth, increasing the application of digital transformation in tourism. Digital transformation in tourism is an inevitable trend in the context of the fourth industrial revolution and especially the impact of the Covid-19 pandemic. The content of digital transformation in tourism is to build infrastructure, database system of Vietnam tourism and establish an inter-connection of information systems between management agencies, localities and businesses in order to enhance customer experience, serve the upgrading and innovation of service products which meet the market needs. To do so, it is necessary to invest in information technology technical infrastructure, digitize documents, digitize destinations, manage systems, share data and share services in the tourism industry, build and upgrade specialized software industry to modernize and promote information in the direction of digital transformation.

Fifth, continuing to upgrade and build infrastructure in general and especially for the tourism industry or in other words, transport infrastructure and infrastructure directly serving tourism. With the transport infrastructure, the government needs to build more new roads, especially in remote areas with great tourism potential, which are still unspoiled areas that tourists love to experience. These provinces need to continue to mobilize capital and investment resources in technical infrastructure, including roads and traffic, perfecting the power network, information and communication infrastructure in order to promote the value of tourist attractions. With the infrastructure directly serving tourism, localities need to continue to invest and put it into using amusement parks, commercial services, cultural works, and upgrade restaurants and regional hotels at once.

Sixth, strengthening linkages in all aspects to develop tourism. Tourism itself is a highly interdisciplinary field. Tourism development has a relationship with industries such as industry, agriculture, fisheries, transportation, diplomacy, trade ... It is the development of these industries that creates conditions and is a resource for the tourism industry. Therefore, in order for tourism to develop sustainably, it is

necessary to have close links in many ways, which is the link between the state management agencies in charge of tourism with localities and tourism businesses; Linking tourism businesses with tourists; Linking between visitors and the local community. In recent times, these three links are still quite loose, discrete and not closely related to each other. That is also one of the reasons that the length of stay of tourists staying in the local is very little. Many localities only act as "transshipment" places. To strengthen the close linkage of the above relationships, we need to require the efforts of all three sides: the state, localities and tourism companies in performing their duties, in which the state management agency is an intermediary connecting closely between localities, tourism businesses and visitors.

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