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Digital Transformation in Tourism in Binh Duong: The situation and Solutions to Promote in Post-COVID-19 Pandemic

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Abstract: Digital transformation is the trend in the era of Industry 4.0. In recent years, Binh Duong has implemented many projects to develop the tourism industry, especially the application of modern technology in tourism. Digital transformation in tourism is one of the most important factors in the business strategy of tourism businesses. However, in fact, many tourism businesses in Binh Duong still do business in the traditional way, not applying digital technology to tourism. The purpose of the article is to offer positive solutions from digital transformation in tourism in Binh Duong, thereby contributing to promoting and developing tourism in Binh Duong after the COVID-19 pandemic. This will be the right direction to help Binh Duong tourism bring in economic income and strongly recover towards sustainable development after the heavy impacts of the Covid-19 pandemic.

Keywords: digital transformation; technology; smart tourism; Binh Duong; COVID-19.

1. Introduction

Today, Today, when people's lives are improving, in addition to adequate material needs, spiritual needs such as entertainment, entertainment and travel also need to be satisfied. Therefore, tourism is one of the industries with strong development prospects today. Aware of this, our Vietnamese Communist Party and State have set the goal of building the tourism industry into a spearhead economic sector.

In the context of the current COVID-19 pandemic, many industries in Vietnam, including the tourism industry, need to face many difficulties and be severely affected. Therefore, drastic change is needed to meet social needs and recover from the pandemic. Accordingly, digital transformation is a term that has only appeared in Vietnam in the past few

years and it has really exploded in the field of tourism. Digital transformation is the use of digital technology or the application of digital technology on the basis of digital or digitized data to change research, production and business models in order to create more opportunities and new value, improve and enhance operational efficiency and competitiveness of organizations (Pham Huy Giao, 2020, p.13). For the tourism sector, this is an activity built on the foundation of technology and communication, helping to create close interaction and connection between managers, businesses and visitors to improve the quality of tourism service, and also makes the management more convenient. This is shown in detail in the "Plan for digital transformation of Binh Duong province in the period of

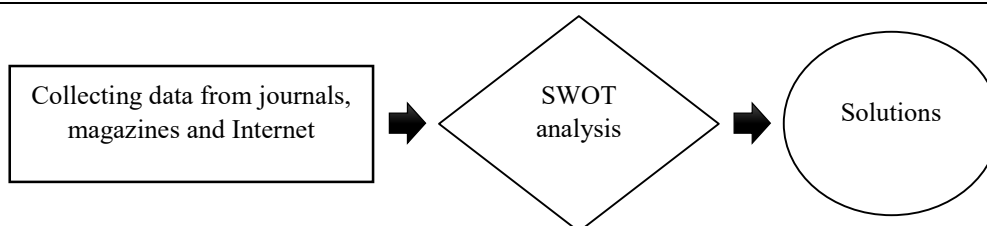
2021-2025, with a vision to 2030" . According to the Resolution of the 11th Provincial Party Congress, for the 2020-2025 term, the Plan sets out to contribute to the realization of the goal of "Binh Duong sustainable development towards a modern, civilized and smart city, up to 2045 is a smart city of the region and the whole country". With this plan, Binh Duong will focus on comprehensive digital transformation, including tourism. Along with that, Binh Duong will deploy digital technology development tasks and solutions in terms of knowledge dissemination and digital transformation consulting for businesses, promoting digital transformation in businesses and developing digital businesses.

With the available potential, the infrastructure system in Binh Duong needs to be technologicalized, in addition, the stressful epidemic situation makes digital transformation to serve tourists, from booking services at the hotel, restaurants, buying airline tickets, sightseeing tickets now become urgent. In fact, human resources for tourism in Binh Duong are still limited compared to other localities in terms of quantity and quality, changing jobs, the quality of service after a long period of "freezing" also decreases. For tourists, having a smartphone in hand to look up information and make transactions is extremely convenient. They only need a few steps to preserve and take part in the tour. This will reduce the risk of contact

with many people, speed up transaction procedures with less manpower, and bring safety and convenience to visitors. It can be said that the Industrial Revolution 4.0 has had a great impact on Vietnam's tourism in general and Binh Duong tourism in particular. It proves that the implementation of digital transformation in extremely important fields needs to be quickly implemented to help Binh Duong tourism overcome difficulties after the COVID-19 pandemic. Therefore, with the above conditions, the authors have applied digital transformation in tourism in Binh Duong, thereby analyzing the situation and providing solutions for recovery after the COVID-19 pandemic.

2. Research Methods

The research method used in this article is qualitative analysis method. In which, the author's team implements the method of document analysis to understand and evaluate the current situation of tourism in Binh Duong. The purpose of this study is to point out the current tourism problems in Binh Duong. Especially the impact of the COVID-19 pandemic. Next, the SWOT analysis method is carried out to assess the current situation, opportunities and challenges of the tourism industry in Binh Duong province. Finally, the authors make comments and propose orientations and solutions for digital transformation in tourism in the province. The following is a description of the research progress of the authors.



3. Potential and current situation of tourism industry development in Binh Duong province

Binh Duong is a province in the Southeast region with a natural area of 2,694.64 km²; its population is 1,995,817 people in 2016; population density: 741 people/km²; Provincial administrative units include: 1 city of Thu Dau Mot (TDM city); 2 cities: Di An, Thuan An; 2 towns of Tan Uyen, Ben Cat and 4 districts: Phu Giao, Bac Tan Uyen, Bau Bang, Dau Tieng; It borders are Binh Phuoc province to the North, Dong Nai province to the East, Ho Chi Minh City to the South, Tay Ninh to the West.

Tourism resources of Binh Duong are quite diverse, rich and highly entertaining. These factors are the premise for Binh Duong to develop a variety of attractive tourism types and create conditions to improve the competitiveness of the province's tourism. According to the approved tourism development planning of Binh Duong province to 2020, with a vision to 2030, it will be in line with the socio-economic development strategy of Binh Duong in order to effectively exploit the tourism potential; special attention is paid to the advantages of geographical location, modern technical infrastructure system and other comparative advantages. On that basis, the tourism industry will be built to

become an industry with an important position in the economic structure, contributing to the process of economic restructuring of Binh Duong; at the same time is a tool to improve the quality of people's life, meet the needs of rest and spiritual enjoyment of the local people.

However, Binh Duong tourism has not yet met the increasing demand of society when problems such as a serious shortage of human resources are an extremely difficult problem for the province's tourism. Currently, the province has about 4000 employees, of which, trained and professional workers account for only about 30%. Meanwhile, in recent years, Binh Duong has become one of the localities attracting many domestic and foreign tourists to visit. Accordingly, the number of units, collectives and individuals investing in the construction of tourist zones and attractions is increasing, which requires an increasing demand for service quality of travel and hotel businesses... When training and finding human resources for Binh Duong tourism industry becomes extremely difficult after the pandemic, developing the tourism system along with implementing digital transformation will be a significant strength for Binh Duong tourism in the future.

In addition, tourist areas as well as accommodation establishments in Binh Duong are still small and fragmented, many places still do business in the traditional way without having a wide connection and connection with each other. Therefore, finding information as well as the location of destinations for tourists is also a difficult problem. Tourists will find it difficult to find the place they want. Transport infrastructure in Binh Duong can also be said to be relatively good, but many transportation services have not yet applied technology to their business, so booking tickets to travel destinations is quite difficult because the destinations are also quite difficult and far apart.

Aware of those issues, in recent years, Binh Duong tourism industry is aiming for sustainable and effective tourism development. In particular, the application of achievements from the Industrial Revolution 4.0 is one of Binh Duong's strategies to exploit its rich tourism potential and attract tourists.

Currently, there are 3 main contents of the digital transformation solution in tourism in Binh Duong province that have been completed and put into use, including:

- + Binh Duong tourism portal at <http://mybinhduong.vn>;
- + Smart tourism application “Binh Duong Tourism” installed on smartphones, we can easily download on CH Play or Appstore;
- + Accommodation management system, that is, to digitize all tourism

information and data. Digitization will help unify the huge amount of tourism data that is scattered, from which trends and needs of visitors will be analyzed and different audiences such as local authorities, indigenous people or public sector. Travel service companies can exploit to create added value for products and services. In addition, digitizing the tourism data system also helps to proactively provide information, meet the needs of searching and learning about tourists' destinations through smart devices, and support businesses to connect conveniently, with related entities, thereby enhancing business efficiency and competitiveness as well as the reputation of the national tourism brand (Vo Thanh Thu & Le Quynh Hoa, 2020, 132).

For Binh Duong, the development of high-tech tourism plays an important role in restoring and developing the local economy, contributing to strengthening the modern technical and infrastructure system. In addition, Binh Duong also has strengths in engineering and technology along with investment policies, supporting the tourism industry. Therefore, Binh Duong has a great advantage if we know how to apply digital transformation in tourism to meet the travel needs of increasingly diverse visitors, especially young people who are easily attracted by new forms of tourism. cool and fast and convenient today.

However, tourism in Binh Duong is still spontaneous, with limited service

quality, and has not yet paid attention to the technological revolution and digital transformation. In addition, the linkage to develop a smart tourism system is not synchronized and sustainable within the region and inter-region because the locations of the region are still scattered and the types of tourism develop small, so it is difficult to build value chains in smart tourism and improving the information system among stakeholders. Moreover, to develop Binh Duong tourism, the human factor is also decisive for success or failure, most of the human resources have not been trained in information technology.

In order to assess the general situation of applying modern technology to the tourism industry in Binh Duong province, the authors conduct a SWOT analysis according to the following contents: strengths, weaknesses, opportunities and threats:

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Table 1. The SWOT analysis method is carried out to assess the current situation, opportunities and challenges of the tourism industry in Binh Duong province

Strengths	Weaknesses (Weaknesses)
<ol style="list-style-type: none"> 1. In terms of strategy, Binh Duong has issued many plans and policies to support the development of the tourism industry; creating favorable conditions for companies doing business in tourism services, making improvements and applying new technologies. 2. Binh Duong has a favorable geographical position, is the center of the Southeast region, the southern key economic region and a strategic gateway of socio-economic development of our country. Thus, Binh Duong is an area that easily apply modern scientific and technical technologies. 3. A place with a large population. With an abundant tourist market source, this is a great potential for tourism activities... 4. The system of technical infrastructure and modern transportation is a favorable condition for visitors to move to attractions and stay easily and conveniently. 	<ol style="list-style-type: none"> 1. Although Binh Duong has implemented many projects and policies to encourage tourism development. However, many tourist facilities, restaurants/hotels and local people still think in the old way with the old system idea, the implementers are not really interested in the technological revolution and digital transformation. 2. Most of the human resources serving here are low-skilled and manual workers in the tourism sector, who have not been properly trained in the use of information technology. 3. Regarding technology, the application of information technology to Binh Duong tourism is still at a basic level, the software is still in the testing process, new digital data is being stored and has not been used for reporting and analysis for use by the parties. Not fully exploiting the advantages of virtual reality, smart robots...

<p>5. Unique and diverse tourism products, some resorts have provided free wifi, visitors can easily look up and search, book tickets right while sightseeing.</p> <p>6. Besides, Binh Duong has the advantage of cooperating with international companies and receiving large FDI inflows, so smart tourism projects can attract investors.</p>	<p>4. The planning work faced many difficulties due to capital, investment budget and local policies. The majority of travel businesses operating in Binh Duong are small and medium-sized, with low competitiveness and low financial potential, while digital transformation requires large investment costs and hidden potential risks.</p> <p>5. The new wifi system is covered in some tourist destinations but it is not synchronized and the connection speed is slow.</p>
<p style="text-align: center;">Threats (Challenge)</p> <p>1. The competition between localities, especially in big cities such as Ho Chi Minh City, Bien Hoa, Nha Trang, Vung Tau, Da Lat, and Da Nang, is also oriented to develop smart tourism, while tourist centers has been well-invested in infrastructure, technology, Internet with strong wifi connection, high quality labor and great financial potential.</p> <p>2. To information security issues, the digitalization of travel data also brings threats from data theft, disclosure of customers' personal information and corporate secrecy.</p> <p>3. Difficulties in linking and developing a synchronous and sustainable smart tourism system within the region and inter-region due to the scattered locations of the region and small developed tourism types, which makes it difficult to build building value chains in smart tourism and improving the information system among stakeholders.</p> <p>4. Infrastructure for smart tourism has not yet developed to its full potential. The transportation system is not yet complete in moving between tourist attractions. Many accommodation establishments have not updated information online, the number of</p>	<p style="text-align: center;">Opportunities</p> <p>1. The strategy of Binh Duong Tourism at present and in the coming years with the orientation of prioritizing the development of smart tourism. The State has many supportive policies, especially digital transformation in tourism.</p> <p>2. The number of Internet and smartphone users in Vietnam and around the world is increasing. Tourism businesses have many opportunities to approach and promote tourism images with reputable e-commerce sites.</p> <p>3. Create a close connection between tourism businesses, diversify products and types of tourism in Binh Duong, improve service quality for visitors.</p> <p>4. Besides, many foreign enterprises and large domestic tourism enterprises are looking for opportunities and suitable locations to invest and develop smart tourism. In which, Binh Duong is considered as a province with many potentials in terms of favorable geographical location and modern technical infrastructure.</p> <p>5. Tourist needs are increasingly diverse, especially young people are easily attracted by the new and convenient forms of travel today.</p>

<p>guests registering rooms through electronic systems at the accommodation is still low.</p> <p>5. The promotion, marketing and tourism linkage is still weak, the province's tourism promotion policy to tourists is still limited in both content and scope.</p> <p>6. Customer needs change rapidly, easily attracted by new travel experiences. Therefore, smart tourism development requires continuous updating and improvement, otherwise it will be left behind and reduce competitiveness.</p>	
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Source: Compiled by the author

Through survey and analysis, it can be seen that digital transformation in tourism is an essential factor to help Binh Duong develop tourism. Digitization will help Binh Duong tourism in particular and Vietnam tourism in general integrate quickly with the region and the world. However, looking at the current situation of Binh Duong tourism, it can be seen that digital transformation is still not synchronized, only implemented in a few businesses and a few localities such as Thu Dau Mot city, Thuan An city. A large part of tourist facilities are still operating in the traditional way, have not yet applied the technological revolution and digital transformation. In particular, the direct labor of the tourism industry in Binh Duong province is still lacking and the ability to apply information technology to professional operations is still very limited. The coordination mechanism between travel agencies is still unclear, there is no link for mutual development, especially through the tourism network on the Internet.

4. Impact of the Covid-19 pandemic on Binh Duong tourism

From 2020, Binh Duong tourism will be heavily affected by the Covid-19 pandemic. This is an infectious disease caused by the SARS-CoV-2 virus that is affecting more than 220 countries and territories, starting in December 2019 in Wuhan city in Hubei province, China. The outbreak of the disease has significantly affected the tourism business in the past time when many international airlines simultaneously reduced or canceled flights to and from. The Vietnamese government also issued a notice to stop operating all flights to and from Vietnam and countries with outbreaks. On the other hand, to prevent the spread of Covid-19, the Ministry of Health recommends that people should limit travel and gathering in crowded places. The situation of guests canceling booked programs, canceling services, canceling tour programs and a series of non-essential services also temporarily stopped working, causing the loss of the tourism industry in 2020 to be pretty big. Specifically, Binh Duong tourism

in 2020 welcomed and served about 1,650,000 visitors, reaching 30% of the year plan (5,500,000 turns), down 68% over the same period in 2019. In which, international visitors 130,000 turns, reaching 39.1% of the year plan (340,000 turns), down 63.8% over the same period in 2019. Total revenue reached VND 615 billion, reaching 41% of the year plan (1,500 billion VND), down 57.3% over the same period in 2019 (Thuy Linh, 2021). According to preliminary assessment of 3-5 star hotels, most hotels in the province are facing difficulties due to the prolonged epidemic situation, room sales decreased by 40-50% compared to the same period in 2019, the total revenue of tourist accommodation establishments decreased by 60-70% compared to the same period in 2019, the staff decreased by 30% compared to the time before the epidemic (most employees applied for unpaid leave). After three outbreaks, our country has excellently controlled the pandemic. However, the 4th outbreak in mid-2021 is having a complicated and unpredictable development, in which Binh Duong is located in the epidemic center along with Ho Chi Minh City, causing tourism in the region to be affected. This is a standstill, heavy damage.

This situation forces Binh Duong tourism to transform, travel businesses need to quickly adapt to the impacts of Covid-19, speed up digital transformation, and restructure the operating system. Therefore, the

immediate thing is to rebuild the image of Binh Duong tourism in the eyes of international and domestic tourists through digital transformation in the field of tourism marketing. Actively promoting on media channels, social networks and tourism applications about a safe destination through the implementation of epidemic prevention and control under the guidance of the Ministry of Health, together creating a friendly and hospitable environment, civilized, polite, propagate tourism images to each community. Digitizing the accommodation, shopping and tourism system will also help visitors feel safer and more convenient when coming to Binh Duong.

5. Solutions to promote digital transformation in tourism in Binh Duong

In the context that the Industrial Revolution 4.0 has impacted and spread to all fields, in which, the tourism industry has both opportunities and also faces greater challenges in terms of competitive pressure, technology transfer, and the heavy impact of the Covid-19 pandemic. From analyzing the potential, current situation and SWOT of Binh Duong tourism today, the authors would like to propose some solutions to promote digital transformation in the field of tourism in order to bring about sustainable and effective development for tourism in Binh Duong, creating safety and convenience for tourists after the Covid-19 pandemic:

To begin with, in terms of marketing and communication, after the COVID-19 pandemic severely reduced tourists, we need to increase promotion and advertising and consider this an important information channel in the development strategy in tourism in Binh Duong province. The popularity of the Internet has gradually changed the way we interact with brands and products. Traditional forms of marketing such as posters, newspapers, radios, billboards, letters... have gradually lost their effectiveness. New forms of marketing are formed by bringing more value through interacting with consumers quickly and capturing their tastes more easily, besides it is less annoying, causing difficulties. customer service and low cost. Websites need professional design, specifically with full content, vivid images, eye-catching videos with many famous specialties of each region to attract a large number of visitors. Some effective new marketing trends are often seen in our country today such as: Facebook, Instagram, Youtube, Zalo, TikTok...

Besides, in terms of infrastructure, local authorities need to have policies to support capital, increase the installation of smart devices, Internet, and wifi at tourist areas. Central and commercial areas for tourism should invest in building more multimedia lookup rooms through the application of pre-programmed AI (Artificial Intelligence) technology capable of consulting and

answering many different types of requests such as requests of booking rooms, informing weather conditions, searching for tourist attractions, supermarkets, souvenir shops or ATM locations... At the same time, building and expanding smart parking lots, food courts, self-payment, self-service, amusement park, automatic souvenir shop... This is essential to create diversity for the revenue of smart tourism service packages.

In addition, regarding the state government, Provincial departments and agencies need to develop investment plans and support domestic and foreign research training for capable staff to master new knowledge and prioritize the application of technology in tourism. calendar. The tourism promotion center should strengthen coordination with research institutes, domestic and international universities to carry out scientific and technological tasks for tourism development. Improve the quality of lecturers of tourism vocational training institutions; focus on innovating training contents, programs and methods; strengthen on-the-job training to meet the region's human resource development requirements. It is necessary to establish support centers on information technology application. In addition, travel agencies can train personnel to meet the needs of businesses, organize innovation competitions in technology to improve service quality.

Table 2. Some applications are proposed to be applied in tourism service establishments

NUMBER CONVERTER IN TOURISM IN BINH DUONG	
Tourist and entertainment area	Restaurant Hotel
1. Website, software on the phone.	1. Magnetic card check-in/check-out.
2. Automatic voiceover software.	2. Turn on/off smart lights, smart toilets.
3. Digital data, cloud computing.	3. Versatile travel card, stay card.
4. Free wifi hotspot.	4. Payment by card, e-wallet.
5. Automatic ticket payment system.	5. Self-selecting dishes using the touch screen
6. Artificial intelligence (AI), information lookup	
Traffic	Souvenir store
1. 3D touch map.	1. Buy and sell online.
2. Grab app, Be.	2. Technology products.
3. Smart bus system	3. Payment by card, e-wallet.
4. Smart LED signboards at commercial and tourist centers.	4. Virtual Reality (VR) Gallery.
	5. Audio-visual, multimedia room.

Source: Author's recommendation

Finally, about information security, implementing digital transformation in tourism in Binh Duong needs to pay attention to security work through finding solutions and tools to secure information with the help of artificial intelligence technology and information security experts to check for potential threats from cyber espionage.

In addition to the above solutions, regarding the application of science and technology, digital transformation in tourism in Binh Duong, as mentioned, Binh Duong is a province with strengths in economy, modern technology and is also developing into a smart city. In fact, there have been many research topics on human resource training and retraining issues, but in the current period, it is extremely difficult.

The situation of distance also makes tourism staff not have many conditions to approach actual work. The construction of large tourist complexes bearing the brand name of Binh Duong tourism requires a lot of cost and long time while the tourism market declines heavily. In the face of the difficult situation of finding and expanding markets, connecting customers and stabilizing human resources, digital transformation has really become the driving force for the recovery and development of the tourism industry. Tourism business, renovating mechanisms, enhancing potentials should be associated with technology application, contributing to solving practical problems, promoting tourism development after the COVID-19

pandemic. Promoting economic benefits from applied research results in parallel with strengthening tourism business and management. Exploiting and applying tourism, hotel and travel business management software to promote attraction of domestic and foreign resources, applying science and technology in restructuring the tourism industry with the digital transformation in tourism, visitors can fully grasp all tourist information in Binh Duong post-COVID-19 and can easily use travel search, booking and ticketing applications, automated tours that visitors can order online; multimedia search rooms, electronic showrooms to store and introduce typical products for Binh Duong tourism. It not only promotes the tourism brand but also allows visitors to view images of Binh Duong's tourism products through virtual reality. This is essential to create diversity for the revenue of smart travel service packages as well as to create safety and convenience for tourists during the COVID-19 pandemic.

6. Conclusion

In short, Binh Duong tourism with many advantages in tourism resources and high technology accessibility will

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become a bright spot for Vietnam's tourism, gradually forming quality and modern tourism products and took off after the Covid-19 pandemic.

However, through the article, it can be seen that digital transformation in tourism is a relatively new field for Binh Duong tourism. Although the current trend of digitalization in tourism in the world has been gradually popularized, it has not been effectively exploited in Binh Duong, especially in tourism promotion and marketing on the Internet. This shows that digital transformation has not been fully implemented yet. The formulation of policies, strategies and implementation of digital transformation in the tourism industry needs to be researched and studied in a realistic and in-depth manner according to the specific situation for effective implementation. If Binh Duong tourism businesses do not catch up with the trend, it will certainly be stagnation, unable to meet the increasing travel demand of the people after the Covid-19 pandemic. Hope to receive sincere and profound comments from experts, researchers, tourism businesses and readers to complete the article.

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