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National business context of Vietnam after covid-19 pandemic: A case of tourism industry

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Abstract

This article investigates the business context of Vietnam at the national level and in the time of post pandemic for the tourism industry. The implications and conclusions will be useful for business managers and policy makers in their daily business and administrative decision making processes.

Keywords: national business context, Covid-19 pandemic, tourism industry

1. Introduction

The COVID-19 pandemic has had a severe impact on business operations in Vietnam. Many businesses have faced reduced sales, supply shortages and supply chain disruptions. In addition, restrictions on travel and business activities, Q1 2020 GDP growth rate is 3.38%, the lowest level in the past decade (GSO 2020). The most affected industries are the labor-intensive industries such as accommodation, aviation, retail, manufacturing and export, etc., especially the most affected industry is Vietnam's tourism industry. Vietnam's tourism industry is one of the important economic sectors of the country, making a significant contribution to Vietnam's GDP as well as bringing many contributions to economic development and other economic sectors such as trade, transportation, etc. transportation, agriculture and services. In addition, the tourism industry also helps promote the image of the country, introduce the culture and lifestyle of Vietnamese people to international friends, and generate income for local households and communities. According to a survey by the Prime Minister's private economic development advisory board (Board IV), 74% of businesses are at risk of bankruptcy if the pandemic lasts for more than 6 months in Vietnam. By mid-April 2020, the General Statistics Office (GSO) predicts that about 5 million employees and 84.8% of businesses will be affected by the pandemic.

Over 80% of businesses, including tourism businesses, have proactively taken measures to respond to the impact of Covid-19. Labor-related measures include changing the way of working like working. Work at home, flexible working hours, social distancing, and cost-cutting measures such as wage cuts, labor contract suspensions, and job cuts. All these measures, especially cost-cutting measures, have a great influence on the lives of employees. There have been many surveys on the impact of Covid-19 on Vietnam's tourism industry. The focus of these studies is mainly on assessing the economic impact of the pandemic and how businesses are affected.

Therefore, the objective of this study is to understand the process of businesses in the tourism sector due to the impact of Covid-19 and the impact of business adjustment measures after 2 years of waiting for the epidemic.

1.1 Introduction to the research problem:

Research issues in Vietnam's tourism industry after the Covid-19 outbreak may include:

- Recovery strategy for the tourism industry
 - Impact of Covid-19 on business activities of tourism businesses
 - Tourism market in the new context after the Covid-19 epidemic
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- Enhance safety and quality of travel services to attract returning customers
- Using technology in management, marketing and customer experience improvement in Vietnam's tourism industry.

According to the Ministry of Culture, Sports and Tourism, in the first nine months of 2021, Vietnam's tourism industry only welcomed more than 3.7 million visitors, down 70.6 percent over the same period in 2020 and down 79.9 percent. % over the same period in 2019. In which, revenue from international tourism reached about 188.725 million USD, down 97.6% over the same period in 2019.

1.2 Research Methods

The main methods used in the thesis include: document analysis method such as: qualitative method to find out the basic ideological content of the document, find out the problems related to the topic. Research and identify problems to be solved. Documents, articles, interviews or scientific journals related to the issue are secondary data, so there are many related documents, so we need to sift through to get accurate documents. best for the problem.

2. Content

1. The current situation of the service industry after the Covid-19 epidemic

- The tourism industry contributes significantly to the total annual income, especially tourism is considered as one of the three key industries that the State focuses on investing in, developing infrastructure, and traffic is constantly developing. contribute a lot to the country's income As we all know, the impact of the COVID-19 pandemic, the stressful pandemic, some countries, including the Vietnamese government, had to make the decision to social distance society so that all people limit going out, avoid the spread of the virus as much as possible. With such a social situation, many things are affected and perhaps the tourism industry in the country is affected the most. Tourism plays an important role in the economy. International and domestic tourists and revenue from tourism continuously grow at a high rate, making great contributions to the country's GDP growth.
- After the Covid-19 epidemic, the service industry has faced many challenges and difficult situations. Many businesses have had to close or reduce the scale of operations due to a decrease in the number of customers using the service. In particular, industries such as tourism, restaurants, hotels, events, etc. have all been seriously affected. Over the past 2 years, due to the impact of the COVID-19 pandemic, Vietnam's tourism is facing severe challenges. faced unprecedented difficulties. Countless domestic and international flights were delayed, buses were forced to stop, roads were crowded and congested due to people rushing to their hometowns, making traveling impossible as well as very difficult. dangerous in the context of that time
- In addition, limiting the activities of businesses such as the maximum number of customers, the distance between customers, the requirement to wear masks, cleaning, disinfecting... also increases operating costs. This affects the profitability of businesses in the service industry.

However, some industries such as delivery, e-commerce... benefited from the increased demand for online purchases. As a result, businesses in these industries can find ways to adapt and evolve to take advantage of opportunities from the current situation.

- Regarding the macro situation of enterprises, it is difficult to access new capital after waiting for the bank to raise interest rates, financial investment capital for businesses is limited, leading to the macroeconomic crisis. For most investors, banks mobilize cash at interest rates
- The internal micro of the business, it focuses on cost optimization, saving in the expenses the business spends. Because the macroeconomic crisis affects the micro-economy, foreign tourists traveling to Vietnam rarely slow down the tourism economy.
- According to the survey, a number of businesses in the service industry have adapted to the new circumstances by offering online services, delivery options and contactless transactions. There has been an increase in demand for streaming services, e-commerce platforms, and virtual events. Similarly, the healthcare sector, including telemedicine platforms, saw growth during this period.
- According to a survey of businesses in the tourism, travel and transportation industries by Vietnam Report Joint Stock Company (Vietnam Report) in October-November, 2022, it showed that up to 32.6% of businesses Revenue has increased in the first nine months of this year compared to the same period last year, the business said. Only 14% of businesses reported a decrease in revenue. 60% of businesses recorded that the current number of passengers served is below pre-pandemic levels, 44.4% of which are expected to meet and exceed pre-pandemic levels by the second quarter of 2023.
- According to the statistics of the Ministry of Culture, Sports and Tourism, in 2020, businesses in the tourism industry must cut staff by 70-80%. In 2021, the number of employees who are still working full-time will only account for 25% compared to 2020, employees who quit or terminate labor contracts account for about 30%, employees who are temporarily absent from work about 35% and 10% of employees. moderate work.

2. Operational trend of enterprises and tourism industry after the epidemic

After two years of almost completely freezing due to the impact of the COVID-19 pandemic, Vietnam's tourism industry has shown signs of prosperity. Since March 15, 2022, the Government has allowed the opening of tourism, many international routes have been restored.

The number of tour operators re-operating and licensing has increased again with 2,563 international tour operators, 1,060 domestic tour operators. Since the pandemic, 90% of accommodation establishments have reopened, reaching over 55% of room occupancy with weekdays and weekends reaching over 95%, especially destinations with great attraction.. Passenger transport activities met the demand quite well, although there were many prosperity, the transport volume in the first 11 months of this year was only 72.6% and the turnover was 68.4% compared to the same period in 2019. There is no COVID-19 outbreak.

A survey of enterprises in the industry by Vietnam Report in October-November, 2022 also showed that 32.6% of enterprises said that revenue had increased in the first 9 months of this year compared to the same period last year. Only 14% of businesses reported a decrease in revenue.

The survey also showed that up to 60.0% of businesses recorded that the current number of passengers served was below pre-pandemic levels, 44.4% of which were expected to meet and exceed pre-pandemic levels. in the second quarter of 2023. With favorable conditions for tourists in terms of destination access, simplified immigration procedures, and extended visa duration, the tourism industry is expected to soon recover back to pre-pandemic times.

After COVID-19, the terms "green tourism", "environmentally friendly tourism", "plastic-free tourism". are no longer strange to tourists and tend to increase in choice. Choose your services. Therefore, along with the reopening of tourism activities (March 15), Thanh Hoa tourism industry has actively and actively built the image of "Thanh Hoa tourism - a safe and attractive destination".. On that basis, localities and destinations promote the establishment and announcement of "green tourist spots", "green tourist routes". At the same time, pay attention to the investment and implementation of master plans, programs, schemes, plans. to develop "green tourism". Moreover, in the current trend, when tourists' interest in the natural environment is increasing, the development of safe and high-quality tourism products will make an important contribution to creating a competition and attractiveness of tourist destinations.

Sharing about tourism trends in the post-COVID-19 period, representatives of a number of travel agencies in the province said that currently, beach resort destinations and community ecology are leading the trend. In Thanh Hoa, intra-provincial tourism mainly focuses on 1-2 day itineraries, with community eco-tours, beach resort tours, river cruises such as: Pu Luong tour 2 days 1 night; Sam Son - Pu Luong tour 2 days 1 night; tour up and down the Ma River 1/2 day; 2 days 1 night beach resort... For domestic itineraries, the tours that many tourists are interested in and choose include: Con Dao 2 days 1 night; Phu Quoc 4 days 3 nights; Nha Trang 3 days 2 nights; Dalat 3 days 2 nights.

Along with the trend of "green tourism", safe tourism, it can be seen that tourists' awareness of environmental protection is increasingly changing in a positive direction. According to a survey program "Future of tourism" recently conducted by Booking.com, with the participation of 500 Vietnamese tourists, the COVID-19 epidemic has impacted and changed tourists' perceptions. : 59% of travelers start looking for a more sustainable way to travel to reduce impact on the environment and local communities, 54% avoid peak season travel, 52% consider reducing waste and recycling plastic, 81% hope that the tourism industry can offer more sustainable tourism options... This is a suggestion for travel businesses and tourism services nationwide in general and Thanh Hoa province in particular to move changing ways of doing, increasing the use of recycled or self-destructing materials in the product system to both protect the environment and create impressive experiences for visitors.

Development trends of the tourism industry after COVID-19

Through research, business surveys and expert interviews, 5 industry trends emerged in the post-COVID-19 era.

Digitization is becoming more and more popular

From digital vaccine passports to real-time travel notifications, technology solutions will play a vital role in informing the public and providing guidance for all decisions travel planning.

As countries begin to welcome back vaccinated travelers, testing, quarantine and form requirements still vary from destination to destination. Providing clear and modern travel destination inquiries, plus timely updates if travel conditions change with the help of real-time technology will be essential to assist travelers schedule during their journey.

The issue of e-visa is an urgent requirement and an inevitable trend for Vietnam's tourism industry. This is a strategic issue as the Fourth Industrial Revolution and the COVID-19 pandemic are having profound effects on tourist behavior around the world. Currently, to be able to boost the number of international visitors to Vietnam, the government needs to come up with policies to continue to improve the online visa application process. International tourists do not hesitate to travel to Vietnam.

In addition, travel agencies have also flexibly applied innovative technology to keep customers safe while still providing new and convenient travel experiences. Booking hotels, boarding planes, trains... contactless, ordering food or services via the app or assisting the concierge via mobile app or chat are all solutions that bring safety more attentive to tourists. A survey by Vietnam Report conducted in November 2022 shows that the service booking channel chosen by the majority of tourists when traveling is through travel apps such as Traveloka, Booking.com... (78.5%), Next is through the website of the travel agency (56.9%), then to book directly at the office of the travel agency or travel agency (36.9%). The survey also shows the trend of tourists preferring contactless payment methods, limiting cash more with the rate of customers using ATM/Visa cards up to 72.3%, wire transfer 52.3 %, e-wallets 46.2% then cash (33.9%).

Domestic tourism and short-haul development

Domestic and short-haul travel In the face of worldwide travel restrictions, with some countries still not opening their borders to visitors, international travel has come to a halt. In addition to rising airfares and hotel prices, short-haul domestic trips are becoming more and more attractive to travel enthusiasts. Passengers - whether for leisure or business - tend to choose domestic destinations for optimal safety in the midst of a pandemic, while avoiding quarantine rules that vary from country to country. In the future, this trend is expected to create demand for regional travel plans, such as Asians traveling within Asia, Europeans traveling within Europe, etc.

In the context that the tourism industry has just come out of the pandemic, many countries have not yet fully opened their borders to visitors, besides the soaring airfares and hotel prices, domestic trips with short distances becoming more and more attractive to travel enthusiasts. Travelers - whether for leisure or business - tend to choose domestic destinations for optimal safety in the midst of a pandemic, while avoiding quarantine rules that vary from country to country. In the future, this trend is expected to create demand for regional travel plans, such as Asians traveling within Asia, Europeans traveling within Europe, etc.

A survey by Vietnam Report shows that the most popular

tourist destinations in the country are the Central region (78.5%), the North (70.8%), the South (56.9%).), followed by neighboring regions such as Southeast Asia (61.5%) and Asia (56.9%). Notably, more than one-third of tourists choose to travel to places in and near the province/city they live in. This form of tourism has become quite popular when the rhythm of urban life makes people always in a state of stress and fatigue, urban residents always tend to look for green and peaceful spaces to take advantage of vacation. Rest and regenerate energy during the weekend at the suburban tourist attractions.

Sustainable tourism plays an essential role

Sustainable tourism will be one of the trends in the post-COVID-19 tourism industry. The tourism community will also increasingly expect transparency from tourism organizations about their sustainability initiatives. As countries around the globe work to meet their Paris Agreement commitments and private companies set their own environmental goals, travelers will seek out organizations with a focus on sustainability, sustainable, innovative and tend to choose more environmentally friendly tourism. Visitors, especially the younger generation, are more aware of their impact, not only on the environment, but also on society and the communities in which they live. Nearly 94% of tourists participating in Vietnam Report's survey said they are willing to pay more for tourism services, especially food and beverage services, to promote sustainable tourism.

New form appears: Community-based tourism

One of the positive effects of the pandemic is that people are looking for local experiences and spending more time in the community. Therefore, the concept of community-based tourism is one that puts the community at the center of all development, ensuring that the community is involved, empowered and benefits. The community will be involved in the planning and management of tourism activities.

A survey by Vietnam Report shows that domestic tourists consider community-based tourism to be a part of promoting sustainable tourism development: Avoiding traveling in peak season helps reduce capacity at tourist destinations (81.5 %); Buy local specialties from local people (60.0%); Buy food from local restaurants instead of chain restaurants (53.9%)

Healthcare tourism reigns supreme

According to the forecast of the World Tourism Organization (UNWTO), tourism associated with health will grow strongly in the post-COVID-19 era. According to the Global Health Institute (GWI), this type of tourism can reach \$919 billion in revenue by 2022. Health tourism is a travel service that is more about relaxation, relaxation, beauty and care health to be physically balanced and mentally happy. The core purpose of wellness tourism is physical recovery and mental regeneration.

In short, the pandemic has brought the tourism industry back to where it started. The achievements of controlling the epidemic and choosing the right time to open tourism have helped the smokeless industry to recover somewhat. However, the way to return to the miraculous growth many years ago is still difficult. A real recovery will only be possible when international travel resumes. This requires global cooperation and evidence-based solutions so that travel restrictions can be safely lifted. The pressure to comprehensively restructure to create a new face and restart

the service economy is posing a problem that the domestic tourism industry must quickly find a solution for. The existence of businesses in the entire tourism - passenger transport ecosystem is at risk without the continuous support of the Government.

Open space

Social distancing is an urgent measure to prevent the spread of COVID-19. Therefore, when choosing a destination, even if the pandemic subsides, tourists still tend to choose outdoor open spaces such as beaches, forests, national parks, wildlife reserves, etc., where it's easier to observe social distancing. As a result, reports show, nearly 70% of nature campsites, extreme sports, national parks and beaches have reopened to tourists, compared with just 50% of indoor spaces as museums and heritage sites. The hoteliers in this "new normal" also tend to offer accommodation or work vacation options with high-speed Internet and comfortable workspaces exclusively for those looking to escape. from the boredom of having to work from home for a long time. The emerging trend is also expected to create new services to meet the needs of customers who want to change such workspaces (Minh Trang, 2022).

Travel in low seasons

Not following the crowd during the epidemic is currently the first choice of many tourists when it is possible to avoid the times when products and services are overloaded, easy to spread diseases, and minimize pressure on tourist destinations. tourism businesses and this trend also helps tourists to fully enjoy the destination (Huong Tra, 2020).

Staycation trend

This tourism trend was born in the US at the time when the 2008 economic crisis started happening in the US. This crisis causes families to tighten their spending. And instead of expensive excursions, they opt for on-site travel. And of course, local tourism has brought them interesting experiences; help them satisfy the needs of discovery, relaxation, re-energizing. This explains why the trend of on-site tourism has spread to many countries around the world, including Vietnam (Nguyen Thuy Moc Nhien, 2021).

3. Favorable, opportunities and challenges of doing business in Vietnam's tourism industry

Favorables

The tourism industry makes a significant contribution to the total annual income, especially tourism is considered as one of the three key industries that the State focuses on investing in, developing infrastructure, and constantly developing traffic. contribute a lot to the income of the country. Tourism brings many working opportunities for employees, especially female workers. Helping rural people bring more opportunities to work for rural people, improve living standards, create positive changes for society, reduce the process of urbanization. Tourism supports the development of transport, post and telecommunications, insurance, financial services, entertainment services, dining and accommodation. Create a passive cultural consumption market, promote rapid growth of gross national economic product. At the same time, tourism helps to promote the culture, customs and habits of Vietnamese people to international friends, bringing many cooperation opportunities for Vietnam (HSV, 2020).

Opportunities

As we all know, due to the impact of the COVID-19 pandemic, a stressful pandemic, some countries, including the Vietnamese government, had to make a decision to social distance so that all people could limit going out., avoid the spread of the virus as much as possible. With such a social situation, many things are affected and perhaps the tourism industry in the country is affected the most. Tourism plays an important role in the economy. International and domestic tourists and revenue from tourism continuously grow at a high rate, making great contributions to the country's GDP growth.

However, in the past 2 years, due to the impact of the COVID-19 pandemic, Vietnam's tourism is facing unprecedented difficulties. Countless domestic and international flights were delayed, buses were forced to stop, roads were crowded and congested due to people rushing to their hometowns, making traveling impossible as well as very difficult. dangerous in the context at that time (Thuy Bich, 2021). However, in the face of the wave of global opening, this is a special opportunity for the industry to meet tourism demand.

There are many opportunities for Vietnam to revive the tourism industry.

- Firstly, Vietnam is currently one of the 10 countries with the highest vaccination rate in the world. This means that people in Vietnam have got the most essential element when traveling because now when traveling in or out of the country, we also need to get at least 2 vaccines. The current situation requires tourism to be not only friendly, but also safe for visitors and residents.
- Secondly, the epidemic situation in Vietnam is under control, so this will be a prerequisite to open up opportunities for the tourism industry to quickly restart, restore supply as it develops in the normal period. new (Diep Anh, 2022).

Aggregated data from Google's market trend tracking tool shows that international search volume for Vietnam tourism is growing by 50%-75%, the fourth highest increase in the world.

After two years of prolonged epidemic, organizations and businesses operating in the field of tourism faced great difficulties, even many businesses fell into a state of exhaustion to bankruptcy. The tourism industry in our country is now showing signs of improvement. Since officially opening all tourism activities from March 15, 2022, the Government has issued policies to create the most favorable conditions for international tourists to travel to Vietnam such as: restore the policy of visa-free entry and exit as before the epidemic, no longer requiring a certificate of vaccination against COVID-19 vaccine.

The promotion of Vietnam's tourism has also been promoted, especially on digital platforms. Especially, on the occasion of the 31st SEA Games, the tourism industry took advantage of the opportunity to promote the image of a safe, friendly and attractive Vietnam to Southeast Asian sports delegations and tourists around the world. gender.

Currently, Vietnam has about 132 hotels and resorts branded with corporations operating. In the next three years, the market is expected to see about 80 more hotels and resorts come into operation. This is the development opportunity of Vietnam tourism.

Challenges

However, the road to tourism recovery, flexible and safe adaptation to the pandemic still has many difficulties and challenges. For businesses doing business in the tourism industry, the most important thing right now is how to open their doors so that they can both ensure the health and safety of people as well as not make tourists hesitate because of complicated procedures. jiggle. What people need to pay attention to most right now is that the World Health Organization warns that the COVID19 pandemic is not over this year. Next, within 2 years of closing the tourism industry, a lot of people working in this industry were unemployed, so now when tourism is reopened, businesses have not been prepared, lack of human resources. masonry. This leads to many shortcomings in the customer's travel experience (Hoang Hoa-Van Nhat, 2021).

Besides, traffic is also a thing worth mentioning here. Not to mention domestic flights, but international flights are still restricted for some countries, thereby reducing the number of foreign tourists significantly. Not to mention that also brings the possibility of a re-emergence of the virus. In addition, a number of entertainment activities as well as local festivals have not been put into operation because of concerns about the spread as well as the possibility of a re-emergence of the disease. Therefore, the present travel still has some difficulties and certain limitations. And the work of people as well as businesses in the industry needs to respond and adapt gradually to be able to bring the country's tourism industry back to a normalized state (H. Le, 2022).

According to experts, the slow reopening of key tourism markets, visa troubles and restrictions on international flights are the biggest challenges for the recovery of Vietnam's tourism industry.

Although Vietnam has reopened to international tourism since mid-March, some key tourism markets such as China, Japan, and Russia - which used to account for more than half of international visitors to Vietnam before the pandemic. – has yet to fully reopen until the end of the third quarter.

Many foreign tourists have canceled their trips to Vietnam because they were not granted entry visas for more than a month. The current visa policy is a major barrier to the recovery of Vietnam's tourism

Nguyen Ngoc Toan, Director of Images Travel, which focuses on European visitors, said the tourism industry is facing challenges in terms of restrictions on international flights and soaring airfares., making foreign tourists consider choosing destinations closer to home to save costs.

4. The currently widely applied internet tourism marketing strategies include

- Advertising by slideshow on the internet: Using posters or advertisements on posters, arranging them on third-party websites, thereby directing users to access the travel organization's personal website to raise awareness of the destination or respond to a campaign.
- Marketing through search engines: At the search results pages of the website in the form of fixed bookings, then paying, contextual advertising, paid advertising on search engines or through other websites. Search engine optimization techniques.
- Search engine optimization: Improve the image of a website on search engines through "natural" or "organic" search results.

- Social Marketing: Get traffic or interest through social networks like facebook and twitter.
- Email Marketing: Direct marketing of a commercial message to a group of people using email (such as direct mail).
- Referral Marketing: Promote products or services to new customers through referrals, often word of mouth (for example, through TripAdvisor).
- Branch Marketing: When a business rewards affiliates for bringing customers or visitors to the business through its own marketing efforts.
- Marketing inbound markets: Build and widely share informative content as a way to turn potential customers into real customers, and real customers into repeat customers (like through a regular blog). determined).
- Video marketing: Creating videos that attract viewers into a state of wanting to buy based on information presented in the form of videos, directing them to products or services (such as videos on Youtube).
- Guerrilla marketing: Marketing not following traditional methods such as pasting posters on billboards, small forms of PR..., creating interest, stimulating thoughts on the internet to create spread and spread in the community copper.
- Online ordering: Electronic marketing with online organizations (such as Agoda, Lastminute.com) and, at the same time, providing direct ordering opportunities.
- Destination marketing website: Build a high-quality destination website, multilingual, sophisticated B2B and B2C design based on brand values.

5. Remedies of Vietnam's tourism industry

In the current context, following the Government's direction on safe, flexible adaptation and effective control of the COVID-19 epidemic, the tourism industry continues to promote domestic and international tourism activities associated with the COVID-19 pandemic. with safety assurance, early preparation, remote solutions to gradually adapt to the new normal, realize the "dual goal" of preventing and combating epidemics, while recovering and developing the economy economic.

Promulgating general support policies (enterprises can extend tax payment time, reduce value-added tax rate, exempt and reduce loan interest, keep loan interest rates and debt groups unchanged, delay the time of paying public fees, etc.). union for employees...; employees are entitled to support policies, such as support for job loss, temporary suspension of labor contract performance, and promulgation of specific support policies for the tourism industry. reduce the electricity selling price for tourist accommodation establishments from the retail price of electricity applied for business to the retail price of electricity applied to the manufacturing industries, reduce the fee for assessment and grant of travel business licenses by 50%, 80% reduction in deposit for setting up a travel business...

The tourism industry must orient tourism businesses, units, and tourism service providers that need to change direction to promptly meet the needs of tourists, take better care of tourists, especially apply more. Information technology, artificial intelligence in administration, introduction and promotion of products, services and images to meet the needs and attract the attention of visitors.

Implement a communication campaign to restart domestic tourism "Safe and attractive tourism". Coordinate to organize

launch events, stimulate market demand, travel fairs, seminars to introduce destinations, connect businesses flexibly combine face-to-face and online forms, point survey programs arrival, product. Implement communication aimed at international visitors with promotion and advertising campaigns on online media channels of Vietnam National Administration of Tourism, such as website vietnam.travel, social networking sites Facebook, Instagram,...

It is necessary to promulgate policies to facilitate tourism, such as setting up a representative office of Vietnam's tourism abroad, digital transformation in tourism, promotion, market exploitation, and tourism product development., attracting international visitors from the key market to Vietnam, promoting domestic tourism, stimulating visitor spending, contributing to increasing the proportion of the tourism industry in the service sector, promoting Vietnam's tourism develop into a spearhead economic sector.

Promote policies to attract investment and develop various types of tourism products, especially eco-tourism, health-care resort tourism, community-experience tourism, towards green and sustainable growth, meet the changing needs of tourists in the new period, promote creativity in tourism products and services, increase the competitiveness of domestic destinations... At the same time, research and strengthen cooperation, connecting tours, routes, developing new tourism products with countries that have well controlled the epidemic through building a new tourism model to create a competitive tourism product value chain.

Monitor, synthesize, review, propose and recommend the implementation of policies issued by the Government and ministries to support tourism. Guide the implementation of support policies for businesses and employees in the process of recovering and stimulating tourism demand. Support market orientation, product orientation as well as support for destination promotion and promotion. The Vietnam National Administration of Tourism organizes activities to connect destinations, tourism associations, businesses and airlines to build quality, preferential and package tourism programs to stimulate tourism demand. Localities create favorable conditions and have policies to support businesses, such as exemption and reduction of fees and entrance fees at locally managed destinations.

Develop a digital tourism development plan for the period of 2021 - 2025. Apply information technology, digitize information and data to serve the management of accommodation facilities, travel agencies, tour guides, destinations, tourist service establishments; database for market research, tourism promotion and promotion. Building a connection platform to support tourism business, gradually forming an e-business platform for national tourism services. Formulate a planning on Vietnam's tourism system for the period of 2021 - 2030, with a vision to 2045. Develop new tourism products, renew existing tourism products in line with needs that have changed due to impacts. of the COVID-19 epidemic; develop various types and activities of the night economy, contributing to increasing spending and improving the efficiency of tourism activities. Localities determine to invest in and develop tourism products by theme, on the basis of their strengths, available potentials and differences, forming a network of diverse and complementary products. To overcome the above limitations, it is necessary to have efforts of the Government and localities in promoting the development of transport infrastructure, accommodation facilities, amusement parks, entertainment, construction and

development. new tourism products in line with trends; at the same time, strengthen the promotion and communication of tourism services; tourism product models associated with sustainable development, nature conservation with attractive messages or application of technology to enhance the guest experience and images are integrated in movies, music videos.

3. Conclusion

The reality of the past time shows that the Covid-19 epidemic has seriously affected the Vietnamese economy in general and the tourism industry in particular. Implement the dual goal of "both prevention and control of the Covid-19 epidemic and socio-economic development", in which, the immediate goal is to propose specific and feasible solutions to quickly recover tourism. domestic and ready to open international markets when conditions permit, is the core goal of Vietnam's tourism.

In the post-Covid-19 context, the Vietnamese economy in general and the tourism industry in particular need to have a communication and marketing campaign in line with the post-Covid-19 trend, in which it is necessary to focus on the use of traditional forms of communication. digital marketing communications. This is one of the most successful business market approaches today. The growth of digital marketing seems to be further mirrored by the expansion of digital media in all aspects of daily life – from email to social media. Human resources for tourism in Vietnam are undergoing many changes due to the impact of the Covid-19 pandemic. The restructuring, training of high-quality human resources, training more skills for employees to catch up with the general trend of the world are necessary solutions to prepare for the return of tourism activities. post-Covid pandemic, while helping Vietnam's tourism industry develop sustainably and raise the brand's level. Investing in human resources is definitely the right choice not only for the short term, but also for the long term to catch up with new opportunities.

In the coming period, the epidemic has not shown any signs of being completely controlled, and the tourism industry is still in the recovery phase. If we seize the opportunities and take advantage of the advantages, the tourism industry will improve rapidly. However, there are still difficulties and challenges that require us to be flexible and flexible to face. Thus, it can be said that, along with the efforts of the people and the policies of the government, the tourism industry, although having difficulties, is clearly having positive points and prospects in the future.

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