

The Strategic Management on Tourism Industry in Vietnam in the Next Normal

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ABSTRACT

The novel coronavirus, also called covid-19, was first identified from the Wuhan city, China in December, 2019. Since then, it has been spreading across the globe. In early months of the year 2022, the WHO has announced that there have been more than 3 million infections and over 5 million deaths (the number is counted from the start of the article). This crisis is having an enormous impact on tourism in Vietnam. Especially in the field of tourism, the airline business and the hotel have been collapsing. And also, this has resulted in congestion, decreasing in tourist demand in traveling as well as delayed reopening. The objective of this research paper is to give out the solution to recover the tourism industry in adaptation to the new condition of the next normal. Based on this, the specified tourist strategies will be used for being able to respond to future crises more effectively and efficiently. This documentary research paper is based on reviewing the work experience of previous articles, news, journal, etc. and subsequently attempt to evaluate, estimate, summarize, and review the key success factors of strategic tourism management area, tourism industry, and the next normal. Based on the most relevant success factor of the three vital fields, a framework is illustrated, which emphasizes their interrelation. First, significant points on strategic management are covered by transportation, clean areas, and service mindset. Then, the vital success factors in the tourism industry area are focused by tourist security, and advertising. And the third is the next normal will be emphasized by providing the ecosystem product like e-tickets, smart travel cards, free Smart Travel Cards will be available for the visitor entering the booth. Besides, it also offers the soft skill, product services training course of the Covid-19 precaution for the staff for performing high quality to foreign travelers also have been covered in this article.

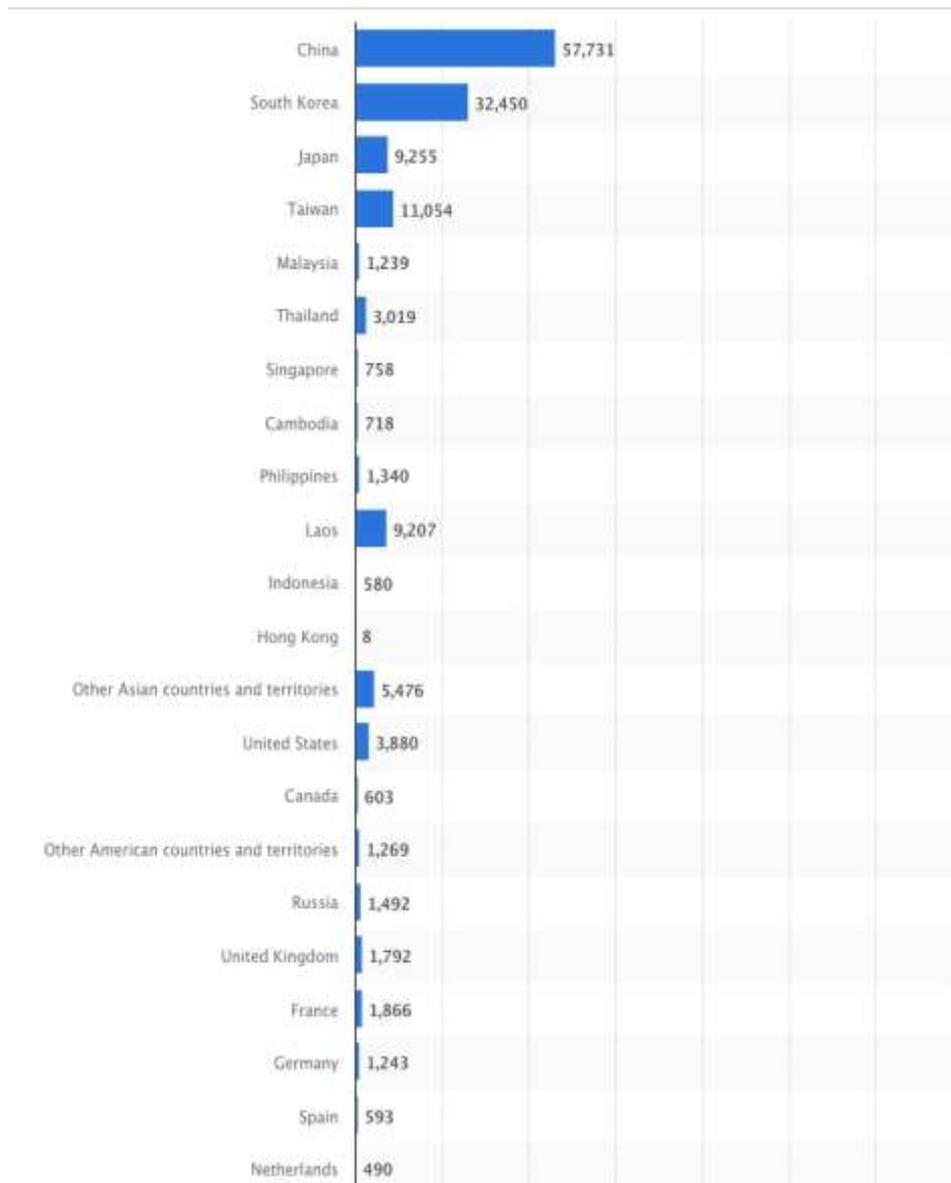
Keywords: Strategic management, tourism industry in Vietnam, next normal

INTRODUCTION

Research Background

Due to the most recent events of COVID-19 the way the tourism industry operates within crisis management and strategic management has changed. Covid-19 is spreading around the world and shows no signs of slowing down. It has now caused more than 300 million infections and over 5 million deaths (Zoumpourlis, Goulielmaki, Rizos, Baliou, & Spandidos 2020). Covid-19 pandemic has made the world an obstruction with unstable conditions that impact socioeconomic, live, behaviors and lifestyle change (UNWTO, 2020).

And in Vietnam has been affected by the pandemic as well as on 22 January 2020, the two infectors related to Chinese citizens were recorded in Vietnam firstly. Those were admitted to the hospital of Cho Ray, Ho Chi Minh City. The population is 98,701,987 currently (worldometer, 2022). On the other hand, the Vietnamese government reported on 27 Apr-5 Dec 2021 there were 1,306,240 infectious cases confirmed including 26,026 deaths. (WHO, 2021). And since then, the crisis has brought a big hit to the tourism industry, particularly, by the year 2021, the Ministry of Tourism as shown in the data below has just welcomed 157.000 international tourists to visit in the country by year 2021. It decreased the number of tourists with over 3.8 million arrivals in the previous year, due to the consequences of the COVID-19 pandemic. The data shown as below.



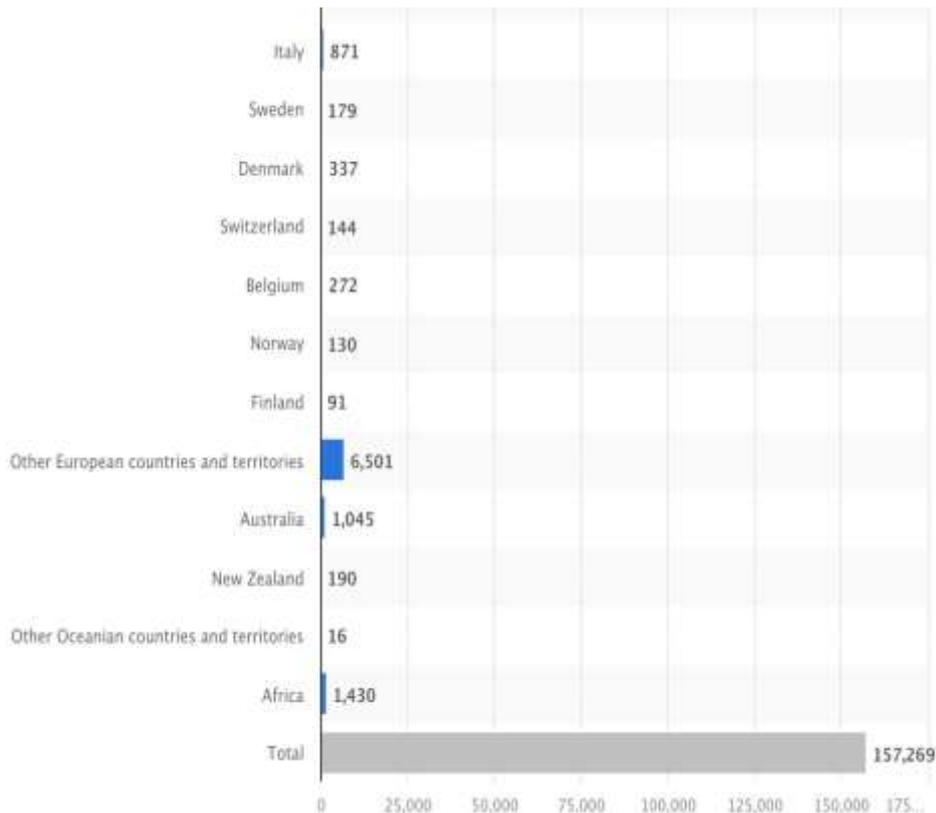


Figure 1: Number of international tourist arrivals (ITA) in Vietnam in 2021, by country and territory (Nguyen, 2022)

According to the data is given. In 2021, Vietnam has welcomed around 58,000 Chinese tourists, the highest number among all countries and territories. Meanwhile, there were about 32.5 thousand arrivals from Korea to Vietnam in that year. In total, Vietnam will welcome just over 157 thousand international tourists in 2021, significantly down from more than 3.8 million arrivals the previous year as a result of the COVID-19 pandemic.

At the end of November in 2021 the Prime Minister Pham Minh Chinh's government launched the tourism operation to accelerate vaccinations and relieve COVID-19 restrictions. And since then, in January of 2022 the international arrivals in Vietnam rose 11.2 percent compared to the same period of 2021 to 19.73 thousand. This is sharply from a 5.4 percent growth in the prior month. Passengers from America increased 31.3 percent. Moreover, European visitors rose 112.8 percent, of which, Russian tourists are 801.1 percent, the UK is 144.4 percent, French passengers is 38.2 percent, and Germany is 87 percent; while visitors from Australia climbed 91.1 percent. Nevertheless, Asian tourists decreased gradually to -0.5 percent, mostly from China -27.4 percent (Vietnam Tourist Arrivals, 2022).

With the decline of tourists, it also leads to a crisis in the management field, especially the crisis management in the tourism industry. Until now, tourist excerpts and marketers still have a lack of understanding of the scenarios and impact of the crisis that will have an unparalleled effect on the tourism industry (Škare, Soriano & Porada-Rochoń 2021), especially in the ways of operations of crisis management and strategic management. Therefore, to enhance and recover crisis management in the post-pandemic, this study focuses on selecting specific strategies as strategic management, strategic options such as quality, value, human resource,

and innovation for generating the capital and stable job in the tourism industry sustainability and effectively (Su, Tra, Huynh, Nguyen & Mahony, 2021).

Moreover, to practice strategic management successfully, tourism industry in the world or Vietnam after covid-19 global pandemic requires the process of the strategic management needs to cover several core components but just including three essential stages such as strategic analysis, strategic implementation, and strategic selection (Evans, 2019).

Hence, Strategic management plays a key role in the actions of the process of making decisions and in the direction of superior long-term goals. In addition, strategic management needs to require making decisions to help the company or organization to overcome the challenges and to get the goals more effectively. So, strategic management contributes an important way in promoting the tourism industry to reach revenue and to operate the tourism industry towards recovery (Belias, Christos, Loannis & Vasiliadis, 2020).

Research Problem

Now COVID-19 has impacted tourism on the international and domestic side. Indeed, COVID-19 is still very much in the real world. As of January 25, 2022, Vietnam's Ministry of Health has recovered a total of 2,155,784 infectious cases of COVID-19. But, with the number of 1,841,180 of the impacted patients getting well and discharged from hospitals. Besides, there were also 36,884 deaths (Vietnam briefing, 2022). As a result, the pandemic has brought with it serious consequences, has led all areas of industries and small and medium enterprises went bankrupt because they did not have enough capital to maintain production in business. Besides, the tourism industry is the industry that suffers the most such as bordering stops, entrance in national parks, beaches and all tour international arrivals during covid-19 were removed (Baum & Hai, 2020).

In the situation in Vietnam, COVID-19 pandemic and its impact on the tourism industry are causing mass collapse due to a lot of border restrictions in 2020. The first wave case of COVID-19 infectious case in the seafood market in Wuhan and has been spreading worldwide in 2020. In general, almost all activities in Tourism industry in Vietnam fell into a state of crisis. Most of the services and activities associated with tourism were stopped or interrupted, which led to devastating consequences, including a loss of income for the tourism industry and there are less jobs for workforce. in the middle of second quatres 2020, services of tourism industry reopened recover; but, with the impact of fourth of COVID-19, the situation in the world, especially in Vietnam once again faced difficult time. Regarding to International Monetary Fund reported that some economic sides in Vietnam were expected to be seriously impacted, especially tourism, transportation and accommodation services (Huynh, Truong, Duong, Nguyen, Dao, & Dao, 2021).

Due to the impact of the COVID-19, Vietnam's tourism industry reported the income in the tourism sector roughly 32.75 billion U.S. dollars before covid-19. But, Revenue in Tourism will decrease in the next year of 2020 (Nguyen, 2021). With the impact of covid-19 crisis is spreading increasing high continuously, which also leads to crisis management, and of course maintains in a difficult and unstable state due to no essential evacuation recovery solutions enough. Crisis management is affected by the pandemic. Searching for the proper solution, effective strategies or setting up the suitable strategic management plays an important role to reduce the effect of the crisis and generate stable revenue for avoiding bankruptcy for the

tourism industry worldwide, particularly in Vietnam in the post-covid pandemic. Hence, creating the strategic structure is essential and urgent for the tourism industry in the world as well as in Vietnam to assess the current status of COVID-19's impact and find proper solutions for post-crisis recovery.

Objective of Study

The material of this research aims to show how the strategic management effect on the tourism industry in Vietnam in the next normal. In order to clear this research, the structure of strategic management will explain the short-term and long-term policies. In the end, core changes in the strategic management process will be shown to be able to point at deterring the future crisis more effectively.

Scope of The Study

This study is documentary research which is based on the strategic management process, tourism industry, and the next normal from Vietnam. Moreover, the points are identified via this research paper in journals, websites, books, etc. Search engines like "Google Scholar" or website "EBSCO" are also used in this material. The time period of the process of this research has been started from January to April of year 2022.

Research Significance

This study research was expected to bring the several beneficial significance such as attractive more tourists come to visit the beautiful scenes in Vietnam, reduce unemployment for tourist-staff and get more income in the next normal, contribute to the status of Vietnam becoming a smokeless industry country in the next few years, expect Vietnam's GDP in the tourism industry will be higher because of part of the contribution of this study.

LITERATURE REVIEW

Strategic Management

According to strategic management in this research paper, to make the number of visitors coming increasingly into the tourism industry in Vietnam is needed to focus on three factors for the development of sustainable tourism in the present and the next normal: Transportation infrastructures, clean areas, and service mindset (Vietnam Briefing, 2019).

The first is transportation infrastructures. Over the years, Investment policy for infrastructure is considered a significant highlight, especially airport infrastructure, but these places are still unfinished. For instance, regarding Airports Corporation of Vietnam (ACV). Since 2015 the International Tan Son Nhat Airport has never been reconstructed with any renovation. With this neglect, the Tan Son Nhat Airport operation will be exceeded. However, so far, the Vietnamese Government plans to replace the international airport, which is Tan Son Nhat to the east city, in Dong Nai Province. This project will be completed in the next few years with approximately US\$3.7 billion (Nguyen, 2019).

With the issues the infrastructure airport faced. Besides that, the infrastructure of transportation is also poor. So, to deal with these problems, and get more profit from foreign travelers, and

contribute to the country's GDP increasingly so the modern transport system should be built up such as skytrain system or train speed, and subway train from the airport links to other cities where there are more tourist places. For instance, looking at neighboring countries like Thailand emphasized prioritizing transportation infrastructure, considered as the one of attractive tourist places in Southeast Asia, before covid-19 was hit. Therefore, just in 2019 Thailand has welcomed international tourists visiting to the country about 38.9 million (Manakitsomboo, 2021).

Apart from airport transportation contributing the benefit to tourism sector profit, Road transport also plays a key role in providing the benefit to the tourism industry. However, Road transport system still remained concerning. For this reason, the core concept of this strategic management in terms of this case is request to Transport Authorities need to focus on several highways in development of the country, bring the benefit to the tourist places, and in the rural areas that are: state highway, interstate highways, expressway for providing convenience to the visitor easy in traveling, and more satisfaction. For example, in recent year, the government has been invested in highway construction projects connecting from the central Ho Chi Minh to Long Thanh (the upcoming international Long Thanh Airport), from the capital of Hanoi to Lao Cai, and from the central capital of Hanoi to the emerging city is Can Tho as the national highway construction project never happens before (Giang, 2019).

Another tactic contributes key part of the strategic management in this area is using traffic signs. In general, traffic signs on highways and national highways are always a dilemma and a downside in the tourism industry in Vietnam compared to neighboring countries. To do so, the Department of Transport should use Vietnamese and English in all signs along the routes in major cities to tourist attractions to attract more tourists and make them feel safer in different tourist places.

Secondly, tourist sites need to ensure clean and cool environmental hygiene and safety standards such as restaurants, food, resorts, hotels, roadside bars, beaches, islands, museums, parks, etc. All these resources are important contributors to the nation's economy and more reliable to tourists visiting year by year (Sakolnakorn, 2020).

In addition, Clean Food would be a vital element in retaining tourist satisfaction. And it is of course based on professional conduct, moral attitude in servicing by the staff of food-store, restaurant, tourist site. In addition, making green and clean food in the tourism sector is a significant factor is memorable in foreign visitor's mindset because they constitute something different from neighboring countries (Andersson, Mossberg & Therkelsen, 2017).

The third is service mindset. Service mindset is important to the growth and development of the tourism business and play a significant role in development of the tourism industry. They are essential assets, valuable to creating high performance in the tourism sector. Thus, to ensure the tourism sector generates more profit in the next normal. Human capital management in tourism apartment need to train and hire the people who have knowledge, soft skills and hard skills including professional tour guides with high expertise effectively bring into serve services like communication service in multiple languages, and lead the firms in getting targets efficiently and successfully (Ganie & Dar, 2020).

On the other hand, upgrading the quality of services should be established in each tourist service center or tourism company in order to enrich the visitor experience. Tourist localities

also need to focus on improving communication broadcast in terms of safe tourism, synchronization in the welcoming of foreign tourist in urban, and rural. Also plan to implement policies to inspire operating tourist businesses to create new tourism products and services with clean, safety, and greener (VIETNAM SAFE TRAVEL, 2021).

However, establishing a stable roadmap also plays an indispensable role in creating peace of mind for tourists arriving during traveling. For tourism service centers, travel associations need to emphasize, establish, develop criteria, train and hire professional tourist workforce or tour valuable guides who have high performance to meet international standards to serve international tourists in accordance with regulations, ensuring security and service quality.

Tourism Industry in Vietnam

The tourism industry also plays an integral part in boosting the economy in addition to building transport infrastructure. Besides improving transport infrastructure in the development of the tourism industry in Viet Nam, the tourism sector needs to upgrade added things, in particular, in terms of the tourist security, advertising (Giang, 2019).

Firstly, tourist security sustainability. The process of international integration is posing many challenges to the country's tourism industry, including ensuring security and safety for tourists. Tourism development must be associated with ensuring security and vice versa, maintaining security, order and safety for tourists also makes an important contribution to tourism and socio-economic development of the country. In this way, every tourist company or operator in the tourism sector needs to innovate in thinking, appropriate and modern mechanisms and measures, and requires close coordination between management agencies, especially between the two tourism sectors and the police. With all the policies as above the tourists feel more safety, convenience in traveling into every restaurant, hotel, and so on. On the other hand, this study also requires taking appropriate precautions to protect visitors' belongings in urban areas and tourist areas. For example, severely punishing individuals or travel firms that charge excessive fees to the foreign visitors (GOV.UK, 2019).

Moreover, it is necessary to ensure security, safety, and the quality of services at tourist destinations in particular and the whole country in general. Therefore, this research paper points out the deployed plans to support tourist security in tourist provinces respond in meeting visitor's demand timely. For example, establishing a hotline and building up tourist support at each International Airports for tourists entering the city more effectively, and efficiently. And with strategy planning like this tourism industry is gradually removing fearful feedback from worldwide visitors (VIETNAM SAFE TRAVEL, 2021).

Secondly, advertising plays an important role in attracting tourists. The tourism industry has the task of promoting natural resources, culture, heritage, the food sector, and local people's mindset to help all visitors know the destination. Travel ads help travelers get to know the place before making a personal visit. Advertising in tourism is not only aimed at attracting tourists but also to form a clear positive tourist image. Advertising is a significant way of communication, the main objective of which is to attract attention to any product or service. For instance, Tour operators, travel agencies and the Ministry of Tourism need to focus on the service sector that attracts tourists and play an important role in providing important information about general publicity, use of art form, emotional coloring and other advertising techniques.

On the other hand, an Advertising is more important in the tourism sector. It plays three significant roles such as notify the travellers everything they want to know about the destinations, persuade tourists to go to their places, and make travelers think about their destination and where all orders are placed (Kodirovna, Atoevna, & Oktyamovna, 2020).

Advertising has an important role in the development of tourism as it relates to efforts in communicating tourism potential to the target audience as well as the tourist. Advertising is like marketing communications are becoming a strategic alternative in promoting tourism businesses to travellers to win a very tight rival between travel businesses. Therefore, creative marketing communications, particularly throughout social media, have a positive impact on tourist places. Although the tourist attraction is ready with full access and attractive prices, it would be useless not to strengthen the tourism industry. In addition, tourism is a vital service sector that has its own uniqueness compared to a product business because the purpose to be marketed is intangible. So, a core communication tactic in the tourism marketing process is essential.

Moreover, the Ministry of Tourism needs to organize tourism marketing promotions. The Office of Youth, Sports and Tourism Service Center active requirements in creating effective promotions to achieve the set goals. Therefore, researchers interested in conducting a study to investigate promotion strategies have been implemented by the Regional Government through the Office of Youth, Sports and Tourism in Vietnam Managing tourism development based on natural potential tourism (Amin, A. S, Priansah, P., 2019).

Promotion strategy is a concept close to the science of communication. Inside promotion, there are different forms of communication learned in communication science such as advertising, publicity, word-of-mouth communication, personal and direct selling marketing.

Therefore, The role of social media in promoting tourism is significant. The constant growth of media including social networking sites of various types aims to achieve the goals of the tourist company. On the other hand, the presence of many applications in society has offered to change the conventional methods of marketing and tourism. Effect of Social media sites about travelers include:

- Provide necessary information to tourists about tourist attractions.
- Benefit from educating the customer as an active tourist of the service.
- Provide travelers with secure channels to purchase and book different rides.
- Help disseminate specific information about trips and possible changes.

It is easy to perceive that travel agencies and agents have benefited from social media in offering Information about trips, prices and services offered in an attractive and developed way. Moreover, these companies see customers as essential in promoting tourism, and they benefit from them by providing full information about tourist destinations through social media. The communication that takes place between visitors can improve the nature of the tourist activity offered on trips. Social networking sites are used to promote tourism (Alghizzawi, Salloum & Habes, 2018).

Hence, based on using advertising is extremely extraordinary way to promote tourism industry contributing nation's GDP in the next normal. To do so, tourism area including travel business, tourist service center needs to emphasize increasing the promotion on social media site such as

Facebook, blogs, Twitter, etc. to use as an important tool to support tourism areas more effectively and efficiently. For example, social media has made a massive impact on the travel industry. Users access social networking sites to research traveling, make informed decisions about their trips, and share their personal experiences of a hotel, destination, restaurant or airline. Facebook, especially twitter have had a far-reaching influence on this industry (Magno & Cassia, 2018).

Next Normal

2022 will be the year of transformation. enterprise, political, economy, and society begin gradually shaping the future rather than just trying for the present. The next normal will be changed differently, in particular tourist business aspects which does not mean returning in circumstance as well as in the prior years (Sneader & Singhal, 2021).

To adapt well to the next normal, technology products, and social distancing services play an essential role in serving and driving the tourism industry forward. For example, technology digital platforms include medical declaration application, test PCR, self-checking machine, service information platform as database, and self-assessment health system.

Apart from that, in the tourism sector scope in the next normal every travel service center, or tour operators need to provide the booth technology products which contribute to improve traveler experience such as e-tickets, smart travel cards. For instance, free Smart Travel Cards will be available for the visitor entering the booth. And of course, this technology product must be authorized by the Ministry of Industry and Trade. In addition, free Smart Travel Cards will be available for the visitor entering the booth. And of course, this technology product must be authorized by the Ministry of Industry and Trade. as Mr. Nguyen Van Hung, Minister of Culture, Sports and Tourism said the Smart Travel Card made by utilizing EMV chip technique level, Triple DES code, combined multi-function in the case of travel sector, healthcare system, consumer support, E-commerce, transport infrastructure, educational system enhancing consumer to charge online, un-touched.

Besides establishing ecosystem technology products, this study aims to also emphasize the high performance of tourist staff who have good personalities, enthusiastic, active, and offer a training course of the Covid-19 precaution for the staff for performing high quality to foreign travelers (VIETNAM SAFE TRAVEL, 2021).

Again, visitor satisfaction analysis through digital platform is extraordinary significant and essential. By using techniques app tourism industry are available to evaluate reliable tourist level, easy to estimate satisfaction visitor quantity. since then, making the right decision to realize pros and cons that the tourism sector can enhance forward.

Moreover, with effecting of social media platforms as well as globalization visitors use English increasingly so each eating site should use markable sign directions by using English in the main tourist places. Besides that, English is also used in trade, telecommunication, tourist business, and commerce, all of which are related to the tourist industry at all (RAO, 2019).

Understanding in-depth on the tourism industry to exploit its strengths to suit the next normal effectively. For instance, it is important to evaluate crucial aspects in significant travel marketing efforts and know the tourist motivation besides ensuring security, safety and

providing an ecosystem of tourism digital platform tools (Martaleni, Hadiyati, Pertiwi & Yasa, 2021).

With this feature, the tourism sector in the next normal will have the development sustainably and be able to generate great income, civilized life as well as the reliable nation. (Tien, Thai, Hau, Vinh & Long, 2020).

RESULTS AND DISCUSION

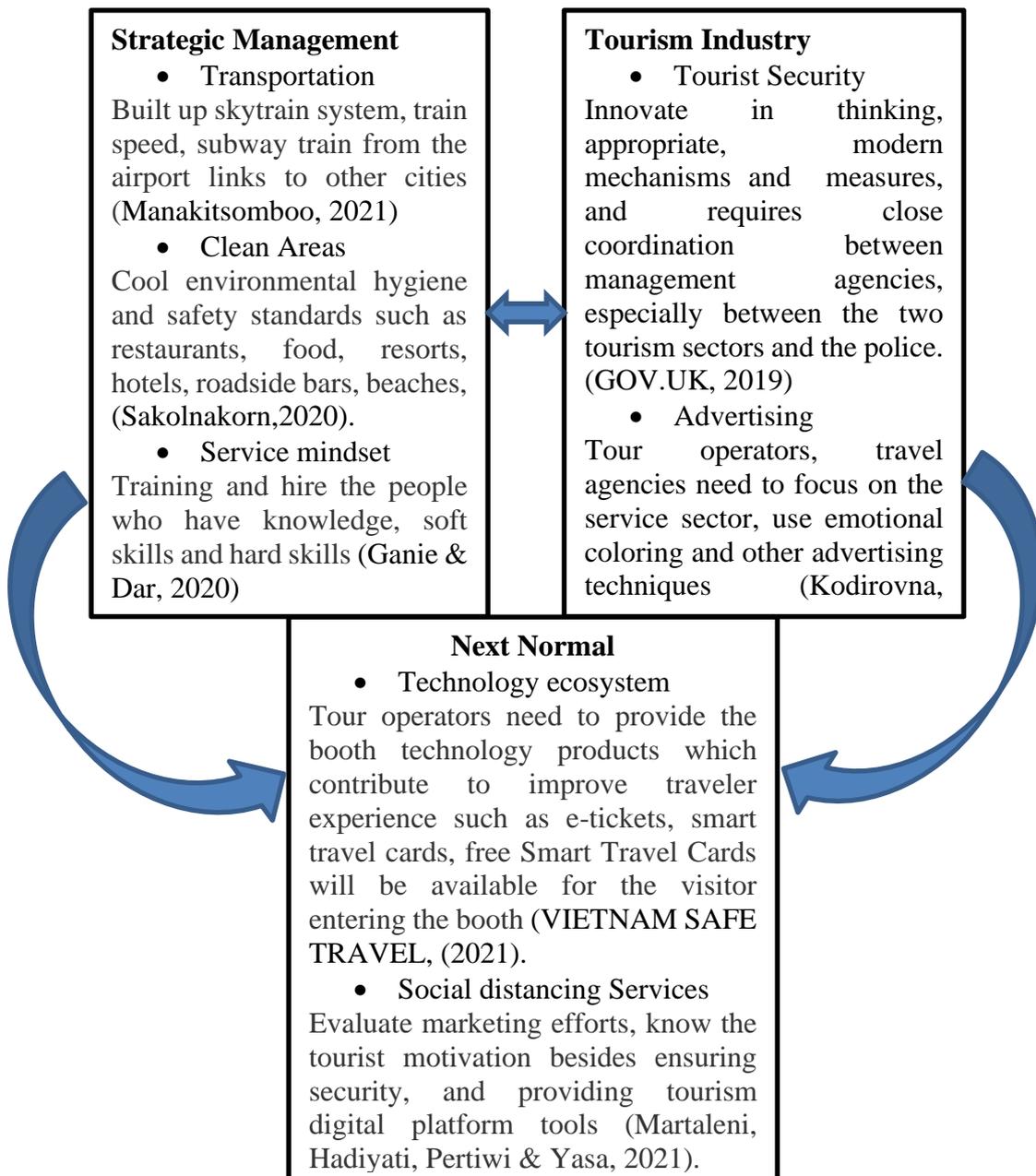


Figure 2: The Conceptual Framework of Strategic Management, Tourism Industry, and the Next Normal

To successfully answer the research question “How strategic management and tourism industry contribute the benefit to the next normal?”, previous research has been evaluated, and the according influence factors have been emphasized.

In figure 1 the impacts of each field on the others are noted. Besides the impacts, the vital success factors of each area of this research are noted in the respective boxes. In the figure, the filled arrows are supported each other, and linked to the next normal.

A well-established interrelational strategy exists between strategic management and the tourism industry. This relation is logical, since one success factor of strategic management is the suitable tactic of the development of increasing the number of tourists. For the tourism industry area one key success factor is tourist security, because the tourist must be taken into safe condition when entering and traveling around the tourist places. A huge part of the strategic management sector is the clean areas, and therefore the interrelation between strategic management and tourism industry is crucial when making attracting tourist decisions.

When the selected policies in the strategic management area including tourism industry and some ecosystem tools in providing development for the next normal are implemented, it will change the face of Vietnam's tourism industry. The strategies adjustments that related to the tourism industry are afterwards impacting the field of the next normal. As visualized in figure 1, this subsequent impact creates an interrelated cycle between strategic management, tourism industry, and next normal.

The covid-19 crisis has been impacting the whole business sector including the tourism industry. To recover as in the past. As figure 1 visualizes, the interrelation between strategic management, tourism industry, and next normal linked together, when applying an aspect of one of the three fields. Before the tactic of next normal to be used, which are used as tools in the post-pandemic, other policies must be applied in the strategic management and tourism industry. However, with adoption of strategic management policies and omnipresence of specific plans in the tourism industry, the next normal must always be considered when analyzing and changing strategies or tourism sector.

However, the tools of the technology ecosystem used in the next normal must be considered a favorable tool. Tools such as technology should always be applied to achieve a predetermined goal such as improving or solving a common problem in serving tourists. An application where no prior analysis has occurred of the problems, goals, and environment will most likely produce unexpected changes in the next normal. Therefore, the analysis of these strategic aspects is crucial for the successful integration of the three main factors. In the context of this paper, the environment to be applied is strategic management, including the tourism industry.

CONCLUSION AND RECOMMENDATIONS

Based on this research paper, the strategic management and tourism industry are related with detailed tactics of the new normal, especially transportation. The tourism industry needs to provide good transportation for the tourists by providing more wider roads such as highway roads, state roads, etc.

According to the research paper of the strategic management of the tourism industry in Vietnam, the next normal that shown the finding that if the government provides better transportation is

going to increase the number of tourists (Manakitsomboo, 2021).

And also, every tourist site needs to provide the staff to serve and clean to take care of where to run the travel business for ensuring clean and cool environmental hygiene and safety standards such as restaurants, food, resorts, hotels, roadside bars, beaches, islands, museums, parks, etc. All these resources are important contributors to the nation's economy and more reliable to tourists visiting year by year (Sakolnakorn,2020).

Furthermore, in parallel with upgrading transport infrastructure, and service mindset development. Travel companies or the Ministry of Tourism need to offer the fundamental tourist training courses to tourism management staff such as leadership qualities skill, and emphasize the strategic importance of training and development. Travel sector's staff or tour guides with more creative and skilled technical requirements are required in the field of tourism business as is the demand for service quality in service industries such as hotels. Economic requirements of the tourism industry and travel agencies, where tourism businesses need to focus on developing skills of tourism business staff and human resource development programs are needed (Malik, 2018).

Additionally, tourist security plays a key role in helping tourists feel more safety and sustainability. To make sure, the government has to establish a service system at the entrance of the airport, every tourist site, to ensure security and safety for tourists. Tourism development must be associated with ensuring security and vice versa, maintaining security, order and safety for tourists also makes an important contribution to tourism and socio-economic development of the country. In this way, every tourist company or operator in the tourism sector needs to innovate in thinking, appropriate and modern mechanisms and measures, and requires close coordination between management agencies, especially between the two tourism sectors and the police. With all the policies as above the tourists feel more safety, convenience in traveling into every restaurant, hotel, and so on. On the other hand, this study also requires taking appropriate precautions to protect visitors' belongings in urban areas and tourist areas. For example, severely punishing individuals or travel firms that charge excessive fees to the foreign visitors (GOV.UK, 2019).

Also, the use of advertising in the tourism sector has helped the tourism industry gain more benefits and attract more visitors' attention. In this case, according to figure 1, advertising needs to be used on social media platforms such as Facebook, blogs, Twitter, etc. And more than that tourist service centers or travel companies have to train staff to have more creative thinking, tourist marketing design based on tourist platform skill to use as an important tool to support tourism areas more effectively and efficiently.

As research paper has mentioned in the next normal, ecosystem tools are an important in helping tourism sector serving the tourists easily. To conduct it effectively, every tourist site must apply technology digital platforms include medical declaration application, test PCR, self-checking machine, service information platform as database, and self-assessment health system in every circumstance. For instance, apply the Smart Travel Card made by utilizing EMV chip technique level, Triple DES code, combined multi-function in the case of travel sector, healthcare system, consumer support, E-commerce, transport infrastructure, educational system enhancing consumer to charge online, un-touched.

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