

Name of theme	Promotion of Tourism	Name of local or regional government	Thua Thien Hue Province
Name of undertaking	Building Smart Tourism Ecosystem for Thua Thien Hue Province in 2018-2020 period, direction to 2025		
Outline	In order to meet the increasing demand of travel information for tourists, it is a requirement for Thua Thien Hue to promote, enhance and diversify the forms of propaganda and promotion – to developing an attractive community through tourism. The construction of the Smart Tourism Ecosystem is a reasonable solution combining the traditional tourism with electronic tourism (e-tourism) through the application of information technology in the promotion of travel destinations, services and products which help tourists enhance interaction and experience in Hue. The implementation and operation of this project were assigned to Thua Thien Hue Department of Tourism.		
Amount of budget	3.400.000.000 VND		146.805 USD

## 1. Tasks (current situation)

Thua Thien Hue is one of the major cultural and tourist centers of the country, one of five provinces located in the central key economic region. Along with the trend of the Fourth Industrial Revolution, tourism industry of Thua Thien Hue needs to apply information technology to develop tourism promotion strategies and smart tourism. A tourist's journey is divided into three stages: information searching / trip planning; destination on-site experiences; and sharing experiences. With smart tourism ecosystem, all stages will be made via smart phones integrated with smart travel data and exchange information systems of Thua Thien province.

## 2. Goals (future image)

- (1) Building Hue into a Smart Destination: **An innovative tourist attraction** built on the basis of advanced technology guarantees the sustainable development of travel destination and accessibility for tourists, creates favorable conditions for the interaction of visitors to integrate into the surrounding environment, increases the quality of destination on-site experiences, and improves living standard for the locals;
- (2) Creating **Smart Experience**: Visitors do not only experience but also create, note or add data to form the basis for the experience;
- (3) supporting **Smart Business/Management**: support the exchange of travel resources and the combination of travel experience.

## 3. Details of undertaking

### **(Overview)**

a) By 2020:

- To invest in basic infrastructure, such as computer equipment and some kiosks to develop smart tourism service.
- To build a foundation for integrating, sharing and connecting the tourism industry on the basis of smart city services in Thua Thien Hue province, developing lot platform to serve smart tourism service.
- To build a comprehensive specialized information management system in the field of tourism management aiming to perfect the electronic government in the tourism industry. To connect between state management agencies in charge of tourism from the central to local levels and enterprises in the industry;

- + To complete digitalization of all data on tourism guides, international travel enterprises and accommodation establishments throughout the province;
- + To formulate digital information systems on tourism zones, tourism sites, tourism service establishments and tourists.
- + To develop mobile applications for travelers in key tourism destinations, including destination information, travel services, popular tourism language translation.

## **(Things that are going well)**

- The province has been developing data system on tourism guides, international travel enterprises and accommodation establishments. Creating digital contents of 35 local destinations, products and typical tourist services of the province.
- Since 2018, Department of Tourism has been upgrading Thua Thien Hue Province Tourist Portal on the domain name visithue.vn providing information on events, promoting tourist destinations to visitors. On that basis, the Department has deployed the visithue app to promote tourism in Thua Thien Hue on both IOS and Android platforms so that visitors can easily access information on Hue tourism on smartphones. In addition, we collaborate with VnTrip Company to carry out the experiment of 360 tourism with 360-degree photo technology for some relics in Hue as well as with Viettel to carry out the experiment of electronic payment. Hue Monuments Conservation Center has applied virtual reality technologies and pilot audio guides at some sites belonging to Hue monuments.

## **(Things that are not going well)**

- Lacking infrastructure serving the development of smart tourism services: computer equipment and some kiosk develop these services.
- Incompleted database system of tourism industry in Thua Thien Hue: tourist accommodation establishments in Thua Thien Hue province; forming an integrated digital information system on tourists, destinations, tourist sites and tourist service establishments; formulate integrated digital information systems on tourists, tourism zones, tourism sites, tourism service establishments.
- Need to upgrade Thua Thien Hue Province Tourist Portal to ensure information on tourist destinations, products and services; integrate assistance applications in planning, booking and paying online travel services according to individual needs; receive feedback and respond to visitors.
- Have not develop convenient payment applications on smartphones for travelers.
- Have not complete English version of Visithue and upgrading the current Vietnamese version.
- To collaborate with Police and Department of Taxation to build an Online Accommodation Management Software.