

Promoting Vietnam's cultural tourism through digital platforms

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Abstract:

In recent years, culinary tourism has aided in the socioeconomic growth of the region by boosting employment and incomes for all socioeconomic groups, eradicating hunger, and reducing poverty. This has encouraged cultural exchanges, strengthened international friendships and understanding, and opened up numerous opportunities for business partnerships and economic growth. The purpose of the study is to better inform readers about the function of internet media in commerce and food tourism. The study also provides a more accurate assessment of existing online communication activities, as well as suggestions for how to use online communication to better understand visitor culinary culture. a Vietnamese calendar. Following the Covid-19 epidemic, fresh ideas in travel such as safe travel, no-touch travel, resort tourism, appeared and grew in popularity. Destination communication has changed in the direction of promoting more modern types of marketing in line with that trend. This is a technique for promoting tourism that has been employed in certain developed nations with great success. It is a type of marketing that promotes travel destinations utilizing electronic tools, communication technology, and the internet. Applications on information technology platforms, such as social networks, are used to deliver tourism items to visitors.

Keywords: culinary tourism, business, social media, advertise

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1. Introduction

Communication is the exchange of information and messages for a specific purpose between individuals. It can also be broadly defined as the process of communicating, sharing information, and sending messages. The process of communicating with others by using any channel or means of communication is sometimes referred to as communication. Prior to the invention of writing and written language, humans used speech and sign language. People connect and build relationships with one another through it. One of the fundamental societal functions that has always been, People are constantly developing new ways and instruments to make convenient as society continues to progress. When online initially started, But beginning in the late 1990s, Internet media quickly increased its visibility and influence across a range of

industries. The internet media environment is where all prior kinds of communication, consequently advances and finds speedy application in numerous industries, becoming as a useful tool. Online is a form of communication that uses electronic devices that are connected to the internet as intermediate conductors. Reading, writing, and conversing over computer networks are all part of the idea of online communication. The 21st century's most innovative and popular method of mass communication is social media. However, Internet media quickly expanded its visibility and influence across a variety of businesses starting in the late 1990s. As a result, online develops quickly and finds usage in many industries, becoming a beneficial tool. Social media is the most cutting-edge and well-liked kind of mass communication in the twenty-first century. Additionally, the younger generation will eventually become a viable market. Social media and popular culture are the best tools for this demographic. Sometimes all it takes for young people to decide to pack their bags and travel is just one stunning and motivational film. As a result, digital technology and creative production have a significant impact on how young local and international tourists perceive Vietnam's tourism sector.

2. Literature review

A business cannot exist without communication if it is described as a dynamic system of enterprise members that via the structures of the organization in a given order and purpose, in order to achieve an intended goals Taylor (2000). As a result, corporate culture must be created, preserved, and modified through an intricate and ongoing network of communication between the parties engaged in business. Therefore, it is undeniable that the only means through which corporate culture can be spread and maintained Bowen (2006). It can also be broadly defined as the process of communicating, exchanging information, and sending messages. People connect and build relationships with one another through it. One of the fundamental societal functions that has always been, continues to be. People are constantly developing new ways and instruments to make convenient as society continues to progress. Online marketing is the process of arranging products, services, and concepts to satisfy the demands of businesses and consumers based on electronic devices and the internet, according to Philip Kotler (2000). Online marketing, in its simplest form, is the use of computer network technology, electronic means for conducting market research, supporting the development of new products, and developing marketing strategies and tactics like online advertising. This is done with the aim of boosting sales and promoting a company's name, reputation, goods, and services to potential clients. Interpersonal communication is the regular exchange of information, concepts, emotions, or merely messages between two or more persons or groups of individuals in daily

conversation. day. Communication within a group or small community with the aim of sharing and announcing a specific message of an organization with the members of that group. Employees receive periodicals, internal documents, attend meetings, attend concerts, and students in lecture halls. The act of communicating with a very large group of people through a mass instrument without regard to organizational or geographical boundaries.

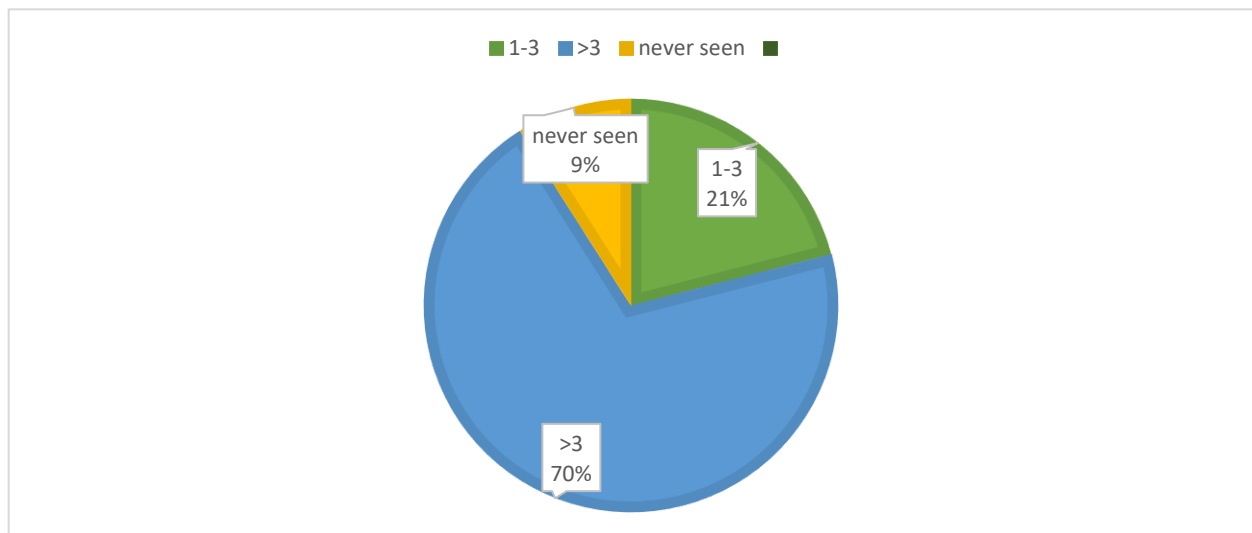
3. Research Methodology

Examining departmental reports, scientific research projects that integrate research, citing articles and viewpoints from books, newspapers, and periodicals, and organizing the theoretical underpinnings of communication collecting, analyzing and processing data in order to create a framework for a system of solutions to successfully implement online communication in the field of promoting culinary tourism. the process of putting together, analyzing, compiling statistics, and processing information based on facts and documents related to the country's current state of tourist development. Charting and mapping techniques: By creating a system of charts and maps from the data that has been gathered, examined, and processed, it enables us to see the relationship between space, number, and quality of the research subjects listed in this topic more clearly.

4. Research result and discussion

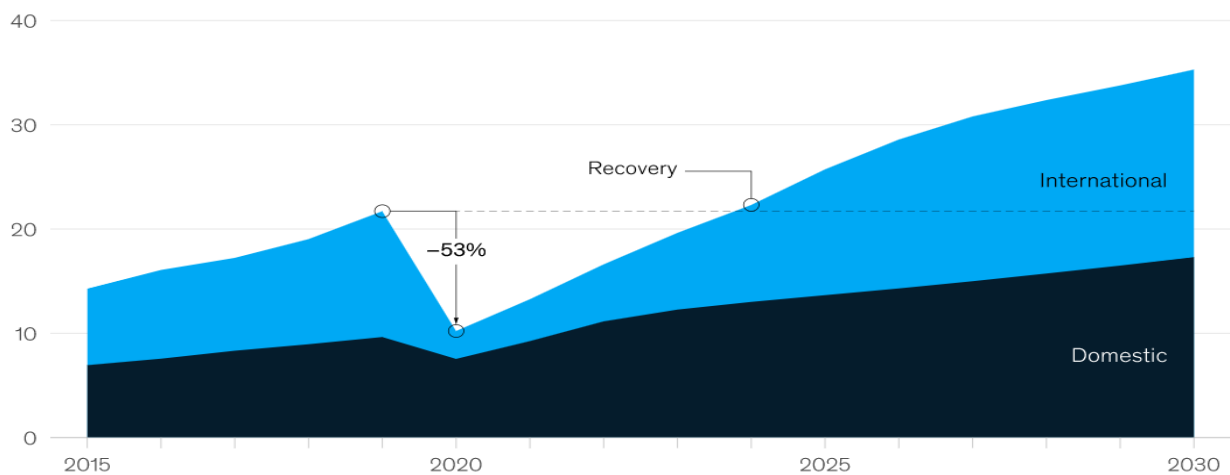
To quantify and analyze the extent of use and access to online media sites, a random poll of both local and international diners was conducted.

Figure 1. Viewers read information about culinary tourism on websites



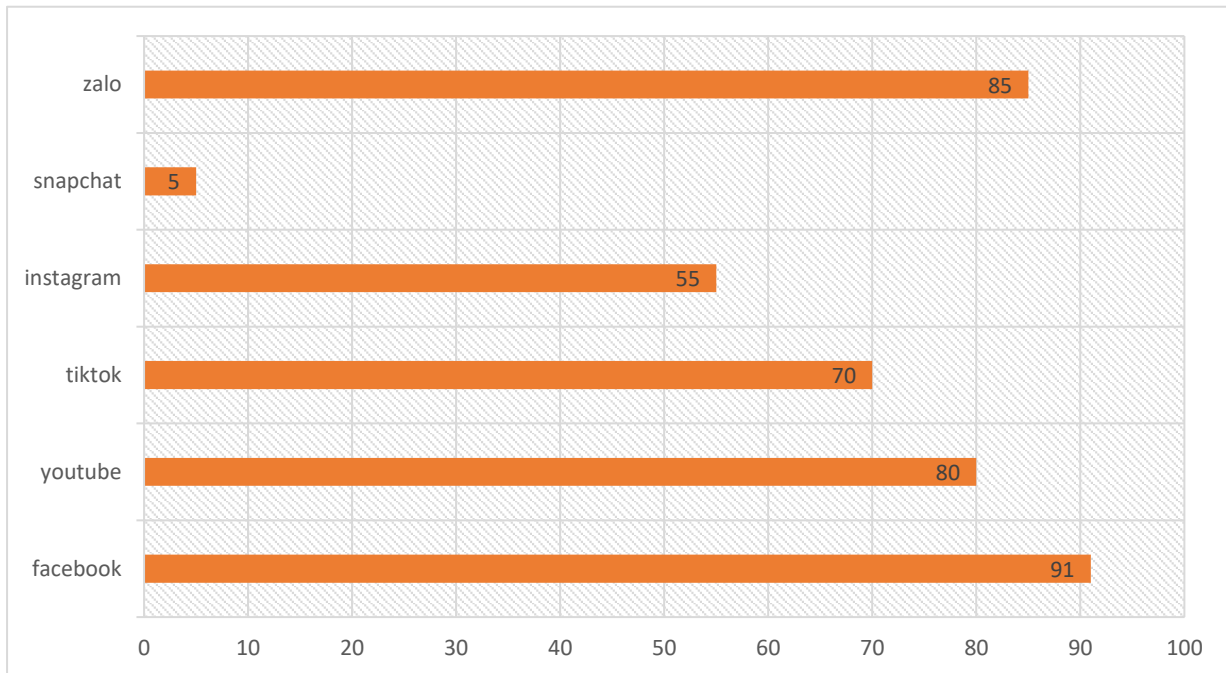
The results are very impressive, with over 70 percent using online media sites to access the culinary and tourism culture in Vietnam. Vietnam's traditional cuisine is represented by three meals on CNN (USAlist)'s of 40 enticing Asian street foods from August 2022: banh mi, pho, and rice noodles. frozen coffee This same TV station has previously lauded Vietnamese pho as one of the top 20 soups (or water dishes) in the world. While this was going on, the well-known international magazine Vogue lauded the traditional and alluring Vietnamese food and recommended to travelers 29 delectable dishes that they must try when they have the chance to travel there, when people think of Vietnamese cuisine, they immediately picture a sophisticated fusion of flavors and ingredients. Vietnamese food is a harmonious and well-balanced fusion of the diverse and abundant components found in each location. The renowned food publication Tasting Table recently published an article explaining banh xeo and Hue spring rolls, two Vietnamese delicacies that few foreigners are aware of.

Figure 2. Tourism expenditures in Vietnam



Source: McKinsey tourism recovery model

Furthermore, we cannot deny that the epidemic has had a profound impact on the global economy in general and Vietnam in particular. However, McKinsey survey from 2022 indicates that by having to implement the zero-case-first approach and taking into account Vietnam's already resilient economic growth and proactive government campaigns, Vietnam's tourism industry could recover to precrisis levels in 2024.

Figure 3. Social media in Vietnam

Study the applicants and gather the information below, facebook remains the most popular 91%, followed by Zalo 85%, most of those polled said they spent time for online such as Youtube, Tiktok, Instagram, while Snapchat is hardly ever used.

5.Recommendation

Businesses generally need to have decent marketing plans that are appropriate for the client segments and markets they are targeting in order to use internet communication effectively. These marketing honors can help companies build their brand recognition, draw in clients, and operate more effectively. The advantages of having a website for advertising a company's products and brands are becoming increasingly significant in the current information technology era as people become more accustomed to using the internet and it gradually becomes a necessary tool in daily life. The website offers various advantages depending on the business field of each company. The website serves as a platform for companies to market their goods to buyers throughout the globe. The advantages of having a website for advertising a company's products and brands are becoming increasingly significant in the current information technology era as people become more accustomed to using the internet and it gradually becomes a necessary tool in daily life. therefore it's enormous. The website offers various advantages depending on the business field of each company. The website serves as a platform

for companies to market their goods to buyers throughout the globe. Websites that offer online connection services include social networks. Allow users to sign up and register their information on the website, then connect with one another by exchanging information, posting images, making friends, and creating groups. Online media has been drawn to and shifted to focus on social networks as a result of the social networks' massive and potent personal contact and connection. It's not too strange that daily views on Instagram, Facebook, Tiktok, Twitter, and Youtube for brief videos or photographs on culinary trip experiences are very high. A fantastic opportunity to draw in new guests is provided by effectively marketing your hotel on social media. From there, it will be simpler to develop a relationship with the brand's customers. Websites that offer online connection services include social networks. Allow users to sign up and register their information on the website, then connect with one another through the sharing of information and images and the establishment of friendships and other connections. Interaction and close personal ties Online media has been drawn to and shifted to focus on social networks because of the very strong and huge personality of social networks. It is no longer surprising that daily views on Instagram, Facebook, Tiktok, Twitter, and Youtube for brief films or photos of vacation adventures are in the millions. Using social media to market your hotel in the proper way provides a terrific opportunity to draw in potential guests, engage them with the establishment, and make it simple to develop client relationships with the brand. Assess the current state of communication and image promotion for Vietnam in the light of global integration by organizing and coordinating with departments. For the purpose of enhancing the country's image among other nations, conduct research and draw lessons from experience. To leverage the advantages of the internet, identify critical communication channels, target new communication channels, enhance online communication tools, and promote information and the country's image, invite technological specialists. In conclusion, we must concentrate on converting the conventional marketing model to online marketing utilizing data network technology in order to develop an online marketing communication system in the Big Data age. In addition, we must give clients a positive virtual experience with the product while properly defining the network's target market. To further encourage the fusion of internal and external communication, it is imperative to fully utilize all channels of communication. Additionally, we must aggressively increase the Big Data platform's memory, excel at analysis focused on consumer consumption, get input on marketing results, and refine marketing management techniques. internet business.

6.Conclusion

Online communication is not a novel type of commercial communication, particularly for tourism businesses. Consequently, the topic of internet communication tools requires additional focus. Social networking platforms are a way for tourist firms to reach out to potential clients because of their enormous user bases. If there is an effective communication and marketing plan, Vietnam will draw a sizable number of these prospective consumers, converting them from netizens to actual visitors and fostering market expansion. Sustainable expansion of the city's tourist sector.

Conflict of interests

None

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