



## RESEARCH ARTICLE

# Challenges and Strategies for the Advancement of Tourism E-Commerce in the Modern Era

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ARTICLE INFO	ABSTRACT
Received: May 05, 2024 Accepted: Aug 2, 2024	Tourism is a vital component of Vietnam's tertiary industry, playing a significant role in advancing national economic growth. The development of the tourist industry has become a crucial component of sustainable development in different regions, particularly in light of the ongoing industrial restructuring and upgrading in Vietnam. As internet technology continues to evolve, e-commerce technology has also progressed. It is now being increasingly integrated into the tourism business, which is becoming a new trend. Tourism e-commerce has the potential to enhance traditional forms of the tourism industry and serve as a catalyst for the growth of the tourism sector. It may also contribute to the advancement of Vietnam's economy by offering new opportunities for development. This study will examine the challenges faced in the advancement of tourist e-commerce in the modern day and suggest potential strategies.
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## 1. INTRODUCTION

### 1.1 The implied meaning of tourism e-commerce

From a functional standpoint, e-commerce primarily serves two functions. By reducing the distance between consumers and producers, it can lead to a decrease in product prices. Furthermore, the integration of information technology facilitates enhanced and prompt communication between consumers and manufacturers, enabling consumers to acquire a more thorough and profound comprehension of products through the utilization of multimedia and other methods. This effectively eliminates the limitations of space and time between consumers and merchants.

The connotation of tourism e-commerce can be examined in terms of its impact on tourism products and sales models, which improves the tourism industry's capacity to adjust to the market and effectively cater to consumer needs. The Internet serves as a crucial medium that can enhance communication between tourism businesses and consumers. It provides consumers with access to a wider range of service information and enables tourism enterprises to gain a comprehensive understanding of consumer consumption patterns and preferences. This significantly improves the level of communication between consumers and enterprises, offering a more convenient, efficient, and appropriate foundation for tourism transactions.

Tourism e-commerce is a business model that combines tourism and e-commerce. It operates primarily through the Internet and relies on electronic banking, tourism information resource libraries, and electronic marketing methods. The field of tourism e-commerce combines insights from different disciplines, including consumer psychology, computer science, and customer psychology, to fully demonstrate the practical significance of both tourism and e-commerce. Tourism e-commerce offers several benefits, including a broad user base, minimal operating expenses, freedom from limitations of space and time, and the ability to directly interact with users, allowing for the provision of personalized and efficient services to customers. Tourism e-commerce can be succinctly defined by three fundamental components, two notable benefits, and three distinguishing features.

#### (1) Three elements

The three elements primarily pertain to the three primary entities that make up tourism e-commerce: the tourism e-commerce platform, tourism enterprises, and consumers. The e-commerce platform serves as the basis, facilitating efficient communication between consumers and tourism enterprises. It also enables tourism enterprises to offer consumers a wider range of diverse, captivating, and abundant tourism resources. In addition, by utilizing the tourism e-commerce platform, consumers can quickly and accurately access various tourism information. This is crucial for improving the logic of their travel plans and staying updated with the latest tourism news.

#### (2) Two advantages

Firstly, it is independent of logistics. In the context of the tourism industry, logistics and distribution concerns are seldom encountered, which gives the tourism e-commerce model a competitive edge over other forms of e-commerce. During the initial stages of tourism e-commerce, there were certain challenges related to ticket delivery. As a result, numerous tourism enterprises opted to address these challenges through a centralized approach. With the continuous advancement of internet technology, certain tourism enterprises have begun implementing the idea of ticketless travel, which signifies a new path for the growth of tourism e-commerce.

Second, the payment process is more convenient. Through the involvement of the financial sector, transactions in the tourism e-commerce sector are predominantly conducted online, thereby effectively circumventing the drawbacks associated with physical cash exchanges. Consumers are no longer required to carry physical currency in order to complete various transactions, thereby offering significant convenience in streamlining the tourism process. From this standpoint, tourism e-commerce offers benefits compared to conventional tourism models, enabling consumers to allocate more time and effort towards experiencing scenery, food, and other services, thereby greatly enhancing their travel satisfaction.

#### (3) Three characteristics

Tourism e-commerce typically exhibits the qualities of convenience, integration, and interactivity. The convenience of online tourism transactions is primarily evident in the ability for consumers to book tickets, hotels, and other services for tourist destinations online. Additionally, consumers can modify their orders online in the event of changes to their travel plans, thereby enhancing the safety of the delivery process. Integration primarily pertains to the capacity of businesses to reintegrate tourism resources, such as tourist attractions, food and beverage services, lodging, and transportation, through e-commerce. This process aims to enhance the efficiency of tourism activities and optimize the utilization of existing resources. It plays a vital role in enhancing the overall consumer tourism experience. Interactivity refers to the ability of consumers to access a wider range of tourism product information through online e-commerce platforms. It allows enterprises to present information about scenic spots, tickets, routes, and other details in more engaging ways. This

enhances consumers' travel experience, improves their understanding of tourism products, and enables enterprises to offer more personalized tourism services.

## **1.2 Overview of e-commerce activities in Vietnam**

The Vietnam E-commerce Association (VECOM) has reported that e-commerce activities in Vietnam have seen a period of strong and continuous growth since 2016. Although Adayroi and Lotte.vn closed down in 2019, the industry still holds appeal. In 2019, Vietnam's e-commerce market achieved a value of \$5 billion USD, exhibiting a remarkable growth rate of 81%. This growth rate positions Vietnam as the second fastest-growing e-commerce sector in Southeast Asia. The significance of e-commerce is shown by its 4.2% contribution to the overall retail sales in Vietnam, representing a 0.6% growth compared to 2018. Vietnamese e-commerce platforms such as Sendo and Tiki have attracted significant investments, which have contributed to their success in the industry.

The substantial growth of e-commerce was driven by a robust economic boom, characterized by a 7% increase in GDP in 2018. Between 2015 and 2018, the market had a growth from \$4 billion USD to over \$7.8 billion USD. Projections indicate that it has the potential to achieve a value of \$13 billion USD by 2020, exceeding the goal established in the 2016-2020 Comprehensive E-commerce Development Plan. Social media is crucial, as 74% of connected consumers depend on it for product reviews. Companies, such as Lazada, utilize social media platforms for the purposes of marketing and providing customer service.

The most popular things sold online are clothing, electrical devices, and fast food. Nevertheless, the capacity of warehouses is insufficient to satisfy the demand, as just 36% of enterprises utilize online management systems. E-commerce activities are primarily focused in major urban centers such as Vietnam Hanoi and Ho Chi Minh City, resulting in underutilized potential in rural areas. Efforts to narrow this divide encompass the Comprehensive E-commerce Development Plan and the National E-commerce Development Program, with a specific emphasis on enhancing infrastructure, raising awareness, providing workforce training, and fostering solutions development.

## **1.3 The functions of tourism e-commerce**

Currently, with the ongoing growth of Vietnam's economy and the improvement of people's living conditions, traveling has emerged as a significant option for individuals to unwind and engage in physical activity. Nevertheless, due to the impact of the rapid pace of life, numerous conventional tourism models are no longer capable of satisfying consumer demands, and the traditional, inefficient tourism models are gradually being discarded by society. Prior to embarking on a journey, individuals aspire to acquire a more extensive comprehension of tourism-related merchandise and avail themselves of more expedient services. This, in turn, places novel demands on the capabilities of tourism e-commerce. In addition, tourism enterprises must offer a greater amount of tourism information to potential consumers, acquire a more thorough and timely comprehension of the domestic and international tourism markets, and conduct a more comprehensive analysis of consumer tourism needs in order to provide them with higher-quality and more focused services. The future development prospects of tourism enterprises will be largely determined by the extent to which they meet consumer expectations. By providing high-quality services, enterprises will be able to gain more opportunities for development. Tourism e-commerce can be viewed as an expansion of the traditional "counter" of tourism enterprises, enabling consumers to inquire and transact business online, thereby significantly amplifying the market opportunities for tourism enterprises.

In order to enhance customer satisfaction, it is imperative for tourism e-commerce to consistently enhance the capabilities of the "counter". To achieve this, we can conduct research from the following perspectives:

The first function is to inquire about information. Tourism e-commerce platforms should offer consumers a basic information inquiry function, enabling them to access details about tourism routes, scenic spots, hotels, and various specialized services.

Second, the website offers an online booking feature. Online booking primarily involves the capacity for customers to book airline tickets, train tickets, hotels, and other services through a tourism e-commerce platform, allowing them to reduce waiting time and travel at their convenience.

Furthermore, customer service. Tourism enterprises can offer online tourism product client programs to consumers via the tourism e-commerce platform. These programs help consumers efficiently complete information entry and various procedures using corresponding systems. In addition, they have the ability to engage in online communication in order to address a wide range of tourism-related inquiries from consumers, thereby greatly improving the overall travel experience for consumers.

## **2. EVALUATION OF THE SIGNIFICANCE OF TOURISM E-COMMERCE ADVANCEMENT IN THE MODERN ERA**

### **2.1 Favorable for aligning with Vietnam's economic development trend**

The tourism business has been greatly affected by the COVID-19 epidemic, resulting in significant hurdles and interruptions that have not been seen before.

The global tourism industry, including Vietnam, incurred significant losses as a result of the Covid-19 pandemic. In 2020, Vietnam's tourism industry had significant challenges in implementing its goals, resulting in a steep decline in the achievement of stated targets. According to data from the General Statistics Office, the number of international visitors in 2020 was only 3.8 million, which is a fall of 78.7% compared to 2019. Out of these visitors, more than 96% arrived in the first quarter of 2020. Additionally, domestic tourists also decreased by nearly 50%. The country has incurred a tourism revenue loss amounting to 530 trillion VND, which is equivalent to 23 billion USD...

The Covid-19 pandemic has had a significant impact on the tourism industry in Vietnam. In order to address this, it is necessary to implement effective development measures in the near future.

Vietnam's tourism business has been significantly impacted by the Covid-19 outbreak, resulting in a substantial decline in tourist arrivals.

Despite proactive responses at the local level, the Covid-19 pandemic continues to have a highly severe impact. Usually: In 2020, the number of international visitors to City. Ho Chi Minh decreased by 85% compared to 2019, with only 1.3 million visitors. Khanh Hoa experienced a decrease of 82.3% in visitor numbers, with only 1.2 million visitors, out of which only 435,000 were international visitors, representing a decrease of 87.8%. Da Nang saw a decrease of 69.2% in international visitors, with only 881,000 visitors. Quang Ninh experienced a significant decrease of 90.6% in international visitors, with only 536,000 visitors.

In 2021, Vietnam's tourism industry has had significant repercussions from the Covid-19 outbreak for the second year in a row. Based on statistical data, the number of international visitors in the first half of 2021 amounted to 88.2 thousand individuals, reflecting a decline of 97.6% compared to the corresponding period in the previous year. The number of visitors arriving by air was 55.7 thousand people, representing 63.2% of all international visitors to Vietnam, a decrease of 98.2%. The number of visitors arriving by road was 32.3 thousand people, accounting for 36.6% and decreasing by 94.2%. The number of visitors arriving by sea was 216 people, accounting for 0.2% and decreasing by 99.9% (General Statistics Office, 2021). The primary demographic of international visitors to Vietnam consists of foreign professionals and technical personnel engaged in projects within the country, as well as drivers responsible for delivering products at land border gates.

The decline in tourist numbers results in a corresponding fall in revenue generated from travel and tourism. During the initial half of 2021, the projected tourism revenue is expected to reach 4.5 trillion VND, constituting 0.2% of the overall revenue and experiencing a decline of 51.8% compared to the same time in the previous year. Several towns had a significant decline in tourism revenue during the first half of the year compared to the corresponding period last year. For instance, Bac Ninh witnessed a loss of 61.8%. According to the General Statistics Office (2021), Ho Chi Minh City had a decline of 53.6%, Hai Phong decreased by 46.5%, Hanoi decreased by 44.3%, Da Nang decreased by 43.5%, Quang Ninh decreased by 36.6%, and Can Tho decreased by 20.3%.

In addition, the Covid-19 pandemic has had a significant impact on travel enterprises, leading to closures, cessation of operations, and depletion of financial resources. Generally, in Hanoi, approximately 95% of enterprises and travel agencies have closed or ceased operations, with 90% of workers resigning from their positions. In Da Nang, 90% of tourism businesses have shut down. In the city. According to VTV (2021), in Ho Chi Minh City, approximately 50% of travel enterprises are currently operating at a moderate level following the initial 5 months of 2021.

From the government's standpoint, encouraging the growth of tourism e-commerce can enhance the long-term and steady progress of Vietnam's economy, significantly diversify the methods and substance of tourism development, and improve the alignment between the tourism industry and the national economy. Since Vietnam's accession to the World Trade Organization, adherence to pertinent agreements has been necessary for various economic activities. The progressive liberalization of the government procurement market signifies the increasing significance of informatization in the country's overall development. Integrating the tourism industry with e-commerce and developing tourism e-commerce can facilitate its further growth and enable it to meet the current demands.

Vietnam's tourism industry has reached a bottleneck period after more than two decades of rapid growth, as seen from the perspective of the tourism industry. In recent years, the tourism industry has experienced slower development due to external environmental issues. As a result, there is a need for a new form of support to facilitate the industry's growth. The emergence of tourism e-commerce during this period has highlighted the importance of applying high-tech means to further develop the tourism industry and stimulate consumer tourism demand. This emphasizes the development value of tourism e-commerce.

## **2.2 Facilitating the accelerated growth of tourism businesses**

Presently, numerous tourism firms in industrialized nations have been promoting their services and administration via tourism e-commerce, so efficiently capturing market share. This presents a substantial obstacle to the advancement of Vietnam's tourism sector. By embracing tourism e-commerce, Vietnamese tourism companies can swiftly conform to global standards, expand their market presence in a highly competitive environment, attain greater distinctiveness, lower their operational expenses, and expedite the growth of their businesses.

## **2.3 Facilitating the fulfilment of consumers' individualized requirements**

As people's living standards improve, they are increasingly seeking personalized and independent tourism experiences. Meeting this desire for personalized tourism necessitates the use of e-commerce technology, which is a significant factor driving the development of tourism e-commerce in Vietnam. Tourism e-commerce empowers customers to independently select tourism routes and products, so enhancing the efficiency of transportation and facilitating their travel activities. Indeed, the flourishing economy has made old tourism models progressively inadequate in satisfying evolving consumer demands. Integrating tourism with e-commerce and implementing the tourism e-commerce model allows consumers to access a broader information platform. This helps them

overcome limitations of space and time, leading to a more comprehensive understanding of tourism destinations. Consequently, it becomes easier for them to plan their travels.

Through the establishment of a tourism e-commerce platform, consumers can efficiently circumvent the inefficiency resulting from unequal access to information, so conserving resources and economizing both time and money. On the tourist e-commerce platform, users may access comprehensive tourism information and devise optimal trip itineraries tailored to their interests, financial circumstances, and other relevant aspects. Furthermore, due to the open and transparent nature of the tourist e-commerce platform, consumers have the ability to access evaluations from other consumers. This allows them to plan their journeys in a more logical and systematic manner. Moreover, consumers have the ability to post their travel experiences to the internet, so expanding the array of options available to other consumers. This has established a strong basis for the advancement of inter-regional tourism in Vietnam, which is beneficial for enhancing the consolidation of tourism assets and fulfilling the individualized demands of customers.

#### **2.4 Utilisation of emerging technology in the field of tourism e-commerce**

Integrating developing technologies like artificial intelligence (AI), virtual reality (VR), augmented reality (AR), and big data analytics has the potential to greatly advance tourism e-commerce. Artificial intelligence can be employed to provide customised travel suggestions and enhance customer service by means of interactive conversations.

Moreover, VR and AR technologies provide immersive virtual tours, enabling prospective travellers to investigate places prior to finalising a booking. This has the potential to improve the customer experience and aid in making well-informed decisions.

Big data analytics are essential for comprehending consumer preferences, behavioural patterns, and market trends. Tourism firms can obtain useful insights for targeted marketing, product creation, and service optimisation by utilising data from e-commerce platforms, social media, and other sources.

#### **2.5 The concept of sustainable development and the importance of responsibility in the tourism industry**

The significance of sustainable tourism and ethical travel has grown in the contemporary day. Tourism e-commerce platforms have the potential to significantly contribute to the promotion of sustainable practices and the reduction of the environmental consequences of tourism operations.

To promote sustainable consumption among travellers, several strategies can be employed, including green marketing, supplying eco-friendly products, and implementing carbon offsetting measures. In addition, e-commerce platforms can help to incorporate local communities, ensuring that the economic advantages of tourism are fairly dispersed.

Moreover, e-commerce platforms can improve openness and accountability in tourism operations. Travellers have the ability to obtain information regarding the sustainability practices of service providers, which allows them to make well-informed decisions that are in line with their personal values.

### **3. CHALLENGES IN THE ADVANCEMENT OF E-COMMERCE IN THE TOURISM INDUSTRY IN THE MODERN AGE**

#### **3.1 Examination of the current progress of the tourism sector in the modern era**

##### **(1) Inadequate funding and delayed development of infrastructure**

Presently, the infrastructure development in several tourist destinations is comparatively outdated, and the associated financial investment is likewise inadequate, significantly impeding the progress

of the tourism business. This situation occurs due to the presence of regions with weak economies and limited financial resources. Additionally, many tourism operations necessitate government backing for the creation of infrastructure.

Moreover, several picturesque regions lack the allure necessary to entice external investment, and the government's policies and incentives are also inadequate.

Furthermore, certain investment and funding channels are insufficiently accessible, which might have a detrimental effect on the growth of the local tourism sector and impede its actual development.

#### (2) Inadequate conditions and insufficient ability to recruit talented individuals

Certain tourist destinations possess stunning natural landscapes, yet suffer from insufficient residential and commercial infrastructure, resulting in a worse overall quality of life compared to big urban centers. This poses a challenge for numerous highly skilled individuals to establish themselves in these regions, which might have an adverse effect on the growth of the local tourism sector. Presently, despite certain local administrations placing increased emphasis on the nurturing of skilled professionals in the tourism sector, the demanding lifestyle and comparatively meager remuneration make it challenging to attract specialized individuals to contribute to the growth of the tourism industry.

#### (3) The local traits require improvement, and there is a lack of integration with the culture

Currently, several areas do not have unique characteristics that make them stand out as tourist attractions. Instead, many rural tourism spots mainly emphasize folklore and ecological sightseeing. Consequently, there is a notable level of uniformity among several tourist destinations, which hinders their ability to emphasize their distinct features and consequently reduces their attractiveness to visitors. These tourist attractions, which lack diversity and uniqueness, have limited potential for growth and a bleak future. Some tourism projects lack creativity in the development of some picturesque locations. Additionally, there is an overabundance of similar types of tourism projects, which fails to attract customers who seek personalization in the modern period and does not fulfill their high expectations of tourist attractions. In addition, as society progresses, several rural tourist sites have embraced a more urbanized way of life and higher levels of spending. Consequently, they have gradually forfeited their initial natural allure, resulting in the loss of their intrinsic benefits.

#### (4) Insufficient familiarity with the brand and subpar levels of service

In order to facilitate the growth of the tourism sector, it is crucial to prioritize the establishment of a distinctive tourism brand. This will serve as a powerful tool to advertise tourist destinations and increase consumer knowledge and interest. Currently, numerous scenic areas suffer from a lack of brand recognition and fail to effectively utilize their available resources and advantages. This will impede their ability to garner adequate support in future industry competition, thereby hindering the long-term growth of tourism enterprises. Moreover, several tourism firms exhibit insufficient service levels, as their managers adhere to conventional development concepts and neglect to thoroughly explore new ideas and business models in the tourism industry. Consequently, they struggle to stay abreast of current trends. The absence of brand recognition and indifference towards service standards can lead to the elimination of enterprises in a timely manner, which is adverse to the growth of the tourism e-commerce model.

#### (5) The over-commercialization and destruction of the native ecosystem

Presently, numerous tourist sites have not successfully incorporated the principle of sustainable development, and administrators of scenic areas have cultivated a robust commercial mentality.

While this technique may yield short-term economic advantages, it is not advantageous for the long-term development of picturesque regions.

The essence of tourism is sometimes overlooked by excessive marketing, since many travelers seek inner tranquility and a temporary respite from the busy and materialistic world in a picturesque setting. Nevertheless, an overabundance of commercialization diminishes customers' capacity to intimately engage with and fully immerse themselves in the natural environment. In an attempt to create a visual spectacle, certain beautiful sites inadvertently harm the ecological environment. This unproductive behavior damages the intrinsic worth of tourist attractions and fails to contribute any benefits to the growth of the tourism industry.

### **3.2 Challenges in the advancement of tourism e-commerce in the modern era**

#### **(1) Prioritizing platform development at the expense of other aspects**

When implementing e-commerce in the tourism industry, it is important to not only ensure that the basic functions of the tourism e-commerce platform are in place, such as enabling communication between consumers and tourism enterprises and providing timely access to various tourism information, but also to ensure that the platform has additional features like promotion and service development. Currently, many tourism enterprises fail to prioritize the development of other aspects while engaging in tourism e-commerce activities. This neglect makes it challenging for consumers to directly and comprehensively access various information and data about scenic areas through the platform. As a result, the effectiveness of tourism e-commerce is greatly impacted. For instance, certain e-commerce platforms in the tourism industry fail to sufficiently gather consumer tourism data, which hampers their ability to create tailored tourism projects based on distinct consumer traits. Consequently, this impedes the level of innovation in scenic areas and hinders the long-term growth of tourism businesses.

#### **(2) Tourism firms often function independently, creating isolated information repositories**

Presently, in the realm of tourism e-commerce, numerous organizations have a tendency to prioritize their own interests, neglecting the surrounding environment and exhibiting minimal collaboration with comparable enterprises. Tourism e-commerce platforms are frequently utilized solely for basic promotion and transmission of information, without fostering a mindset of sharing. Unintentionally, this leads to the creation of isolated pockets of knowledge within tourism companies, which obstructs the development and improvement of their work and commercial ideas. Even the most powerful individual firm cannot comprehensively handle all areas of tourist e-commerce. Weaker enterprises may be eliminated by the market, which can greatly hinder the development of the local tourism industry.

#### **(3) Slow progress in the development of e-commerce in the tourism industry**

Currently, despite the fact that numerous picturesque regions have initiated the development of tourism websites that accurately reflect their circumstances, the lack of adequate and consistent investment, coupled with a dearth of expertise in website construction, has resulted in many tourism e-commerce websites adopting a similar design style, devoid of their own unique attributes. This complicates the task of emphasizing the tangible benefits of tourism e-commerce. Furthermore, certain picturesque locations have developed tourism e-commerce websites that lack complete functionality. These websites usually only offer sections for showcasing scenic views and booking tickets, without utilizing information technology to present new and captivating videos of the scenic areas on the tourism e-commerce platform.

This significantly impacts the extent to which information is displayed comprehensively. The section design of tourism e-commerce websites is not complete and lacks interaction between scenic places and visitors. Furthermore, this has a substantial effect on customers' comprehension of scenic



landscapes. In addition, several tourism e-commerce websites suffer from a shortage of specialized operational personnel, leading to delays in updating information and a general lag in publishing data. This is also a contributing element that hampers the progress of tourism e-commerce.

#### (4) Various operational hazards exist for tourism e-commerce platforms

Tourism e-commerce is a model that operates on the Internet and possesses distinct Internet attributes. Among these attributes are network security threats. During the advancement of tourism e-commerce, multiple vulnerabilities can emerge, including those associated with client-side operations, network protocols, firewalls, and other layers. In everyday operations, computer hardware may sustain damage, resulting in server troubles and rendering the tourism e-commerce website inaccessible. Additionally, external attacks might lead to the breakdown of the tourism e-commerce platform. Aside from possible hardware complications, one must also consider the presence of software concerns. While utilizing the tourism e-commerce platform, there is a possibility of being targeted by unauthorized individuals who may engage in malicious activities, such as stealing consumer data and funds. These incidents can have a detrimental effect on the overall operational efficiency and effectiveness of the tourism e-commerce platform.

#### (5) Issues related to the security of computer systems and the safeguarding of data

Ensuring the security of data and protecting against cyber threats are of utmost importance in the field of tourist e-commerce. In light of the increasing prevalence of online transactions and personal data sharing, it is imperative to establish strong safeguards to protect consumer privacy and mitigate the risk of data breaches.

Encryption techniques, secure payment gateways, and stringent data management procedures are necessary to establish consumer confidence and maintain adherence to applicable regulations. Moreover, the implementation of cutting-edge technology like blockchain has the potential to improve transparency and security in e-commerce transactions.

It is necessary to create and implement regulatory frameworks and guidelines that are specifically tailored to the tourism e-commerce industry. These should focus on concerns related to data privacy, safeguarding consumer rights, and implementing the most effective cybersecurity measures for organisations operating in this field.

### **4. APPROACHES FOR ADVANCING TOURISM E-COMMERCE IN THE MODERN AGE**

Developing tourism e-commerce application systems that exhibit enhanced local attributes. To promote the growth of tourist e-commerce in the modern era, it is crucial to focus on the creation and implementation of existing distinctive features of tourism. Integrating them into tourism e-commerce can greatly increase the features of tourism e-commerce, enabling a more seamless integration of e-commerce technology and tourism, and providing a more efficient and unique information service platform. Tourism firms can effectively attract consumers by highlighting local scenic beauty, folk culture, and other unique traits.

Prioritizing the pooling of resources and constructing a platform for tourism e-commerce. Tourist attractions have the ability to establish a tourism e-commerce platform that aligns with their specific circumstances. This may be achieved by utilizing advanced technologies like cloud computing and big data to seamlessly integrate various regional tourist attractions. They can enhance the influence of the tourism e-commerce platform by promoting it through government, media, online forums, and other channels. Simultaneously, local authorities have the ability to establish a more extensive and organized tourism e-commerce platform that is built upon the current tourist destinations in the area. This will enhance the exchange of information across scenic spots and facilitate their progress towards integration. Facilitating the integration of tourism e-commerce can substantially expand its scope, overcome the existing barriers to information sharing, optimize the utilization of available

resources in a more logical and efficient manner, dramatically enhance the efficiency of tourism e-commerce, and bolster the competitiveness of tourist destinations.

Enhancing the content of tourism e-commerce and optimizing platform information. In order to improve the experience for customers, our main objective should be to expand the information available on tourism e-commerce platforms and actively enhance the operation of these websites by incorporating more unique and captivating material. This will enable consumers to get a more profound awareness of various picturesque regions. Furthermore, it is imperative that we prioritize the optimization of tourism service formats in order to offer consumers more tailored services and boost their level of involvement and proactivity. In order to improve the efficiency of information updates on tourism e-commerce platforms, it is necessary to prioritize the transformation and upgrading of the platform. This includes expanding the range and content of information available on the platform, increasing the number of information modules, offering more consultation services to consumers, accurately showcasing the unique features of local tourist attractions, and meeting the specific needs of consumers.

Improving the development of infrastructure for tourism e-commerce The tourism industry, as a crucial element of Vietnam's economic sector, should be given significant priority by local governments. The government should proactively implement favorable policies to enhance the advantages for the growth of tourist e-commerce, thus fostering the sustainable development of tourism firms. In addition, it is crucial for the government to give priority to attracting foreign investment, developing intelligent and interconnected scenic areas, and leveraging contemporary technologies to enhance the efficiency of the tourism business. In addition, the government should facilitate collaboration between tourism businesses and educational institutions to foster a greater number of skilled individuals in the field of tourism e-commerce, so ensuring a sustained impetus for the growth of this sector.

Enhancing collaboration between the government and businesses, as well as fostering collaboration among businesses. In order to promote the growth of tourism e-commerce, it is crucial for the government to prioritize collaboration with businesses. This may be achieved by creating a specialized fund dedicated to the development of tourism e-commerce, which will ensure adequate financial support for its future progress. In addition, it is imperative for the government to supervise and facilitate businesses, thereby facilitating the growth of tourism e-commerce. Enterprises can establish strategic alliances to optimize the utilization of tourism resources and generate unique local effects through e-commerce. This can attract more consumers to engage in "check-in" activities at scenic areas, thereby enhancing the core competitiveness of tourism e-commerce.

## **5. CONCLUSION**

To promote the growth of tourism e-commerce in the modern era, we can consider implementing strategies such as developing tourism e-commerce applications that highlight local features, prioritizing resource sharing, establishing a robust tourism e-commerce platform, expanding the content available for tourism e-commerce, enhancing the quality of platform information, investing in the infrastructure needed for tourism e-commerce, and fostering collaboration between government and businesses, as well as among businesses. These techniques can subtly enhance the growth of tourism e-commerce in the modern day to a higher degree.

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