



International Journal of Multidisciplinary Research and Growth Evaluation



International Journal of Multidisciplinary Research and Growth Evaluation

ISSN: 2582-7138

Received: 27-10-2020; Accepted: 30-11-2020

www.allmultidisciplinaryjournal.com

Volume 1; Issue 5; November-December 2020; Page No. 88-94

Sustainable development of tourism industry in post Covid-19 period in Vietnam

Nguyen Hoang Tien¹, Nguyen Minh Ngoc², Dinh Ba Hung Anh³, Nguyen Diu Huong⁴, Nguyen Thi Thanh Huong⁵,
To Ngoc Minh Phuong⁶

¹ Ho Chi Minh City University of Food Industry, Vietnam

² Ho Chi Minh City University of Finance and Marketing, Vietnam

³ Ho Chi Minh City University of Technology, Vietnam

⁴⁻⁶ Ho Chi Minh City University of Transport, Vietnam

Corresponding Author: **Nguyen Hoang Tien**

Abstract

The tourism industry is oriented to develop into a spearhead economic sector that contributes greatly to the economic sector, promoting economic development in Vietnam. The tourism industry is mentioned a lot in recent times. Tourism is considered as a form of sustainable tourism that not only helps diversify tourism products in Vietnam, but also helps preserve socio-cultural development and contribute to poverty reduction for all the localities in Vietnam. Vietnam tourism with diversification of the local ecosystems, natural and cultural uniqueness, is a necessary condition to promote the development of different tourism models. However, with the current complicated developments of the Covid-19 epidemic, it has had a great impact on the entire tourism industry in Vietnam. Flight bans, travel restrictions and

tourist apprehension due to the fear of pandemic effects are the reasons why many hotels, restaurants, and retail chains in tourist destinations become less crowded. This warns of a decline in revenue of the tourism industry in many countries around the world, including Vietnam. This paper analyzes the effects of the Covid-19 epidemic on Vietnam's tourism industry and proposes solutions to minimize the negative effects of the epidemic, and support businesses and tourism industry to overcome these impacts. Difficulties caused by the epidemic, quickly restore business, propose solutions to limit and minimize the negative impact of Covid-19's epidemic on Vietnam's tourism industry, and at the same time offer a marketing direction to help the tourism industry develop, increase revenue and attract customers.

Keywords: Covid 19, sustainable tourism, sustainable development, tourism marketing, Vietnam

1. Introduction

The Covid-19 pandemic has had a major impact on the tourism industry as countries have to close borders, flights are stopped and billions of people sit at home. It is estimated that the Asia-Pacific tourism industry has suffered the most negative impacts from Covid-19, with the number of visitors decreasing by nearly 33 million in the first three months of 2020. Before that, the Control Center and the European Disease Prevention (ECDC) warned that the Covid-19 epidemic was infecting and killing many people. According to the ECDC report, higher than expected mortality rates took place in Belgium, France, Italy, Malta, Spain, Switzerland, and the UK, and mostly fell in the elderly over 65 years old. The number of deaths caused by the SARS-CoV-2 virus (Covid-19) in Europe has exceeded 75,000. In Asia, the Covid-19 epidemic is still complicated. In particular, Indonesia has the highest number of SARS-CoV-2 infections in Southeast Asia; recurrences are on the rise in Korea and Singapore. It can be seen that the world in general and Vietnam in particular are in the most stressful time of the Covid-19 epidemic, which has had a great impact on human health as well as the entire economic sector, especially the tourism industry.

Currently, Tourism is an important economic sector in Vietnam, accounting for nearly 10% of Vietnam's GDP in 2018 (World Bank, 2019) ^[10], having many impacts on overall socio-economic development. However, tourism is still considered to be one of the economic sectors most susceptible to disease (Chen *et al.*, 2007) ^[3]. The Covid-19 epidemic (also known as SARS-CoV-2), which started seriously in early 2020, became the world's epidemic with the most serious severity in the past 100 years in the whole country. Tourism is forecast to be one of the industries that suffer the most.

The impact of the Covid-19 epidemic on the tourism industry is projected to be enormous, far exceeding the epidemics that the world has experienced in recent decades. In the face of a serious epidemic affecting on a global scale, many countries around the world have come up with urgent solutions to save the economy such as lowering interest rates, giving big bailouts to support businesses, stimulating consumption.

The Vietnamese government has also quickly introduced solutions to specific relief policies and packages to help businesses, including businesses in the tourism industry, and existed during the Covid-19 epidemic. However, by April 2020, when the epidemic continues to complicatedly evolve globally, the impact of the disease on the tourism industry is increasingly large and long-term, it is necessary to take action. prices, updated and in-depth analysis on the impact of the Covid-19 epidemic on Vietnam's tourism industry. The Covid-19 developmental and impact scenarios also need to be analyzed specifically in the tourism industry in order to have a systematic, synchronous, strategic approach to a long-term issue. as long as the Covid-19 epidemic.

This report provides an overview of the effects of global epidemics on the world tourism industry, analyzing aspects of concern when assessing the impact of the epidemic on Vietnam's tourism industry today. From there, the article proposes marketing plans and approaches to attract tourists in the coming time.

2. Theoretical framework

2.1 Concept of tourism

According to the international encyclopedia of tourism published by the International Academy of Science in Tourism: "Travel is a journey where one side is departing with a pre-selected purpose and the other is tools to satisfy their needs.

According to the World Tourist Organization of the United Nations, Tourism includes all activities of travelers, temporary residents, in the purpose of sightseeing, discovery and discovery, experience or for the purpose of relaxation, entertainment or relaxation; as well as for the purposes of practice and other purposes, for a continuous period of not more than one year, outside of the settlement habitat; but exclude trips whose primary purpose is to make money. Tourism is also a form of active relaxation in a different living environment.

According to Piirõgionic, 1985: Tourism is a form of leisure time activity involving the movement and temporary stay outside of a regular residence for rest, healing, physical development and spirituality, raising the level of cultural or sport awareness associated with the consumption of natural, economic and cultural values.

At the United Nations Conference on Tourism held in Rome - Italy (August 21 - September 5, 1963), experts give a definition of tourism: Tourism is a combination of relationships, phenomena and activities. Economic mobility stems from the journeys and stays of individuals or groups outside their regular home or abroad for the purpose of peace. Their place of stay is not their workplace.

W. Hunziker and Kraff (Switzerland), (1941) put forward the definition: Tourism is a collection of phenomena and relationships arising from the movement and stopping of people in the space. must be their regular residence; moreover, they do not stay there permanently and do not have any income-generating activities at the destination.

2.2 Concept of sustainable tourism

At the 1992 United Nations Conference on Environment and Development in Rio de Janeiro, the World Tourism Organization (UNWTO) defined: "Sustainable tourism is the development of tourism activities to meeting the current needs of tourists and indigenous peoples while still being concerned with the conservation and improvement of resources for future tourism development. Sustainable tourism aims to satisfy the economic, social and aesthetic needs of human beings while maintaining cultural integrity,

biodiversity, the development of ecosystems and support systems for human life".

According to the World Conservation Union, 1996. Sustainable tourism is the environmentally responsible movement and visit of natural areas in order to enjoy and appreciate nature (and all the cultural features associated with it, perhaps during past and present) in a conservation-recommended manner, having low impact on tourists and benefits for active socio-economic participation of local communities.

Machado, 2003 defines sustainable tourism as: "Types of tourism that meet the current needs of tourists, the tourism industry, and the local community but do not affect their ability to meet needs. generations to come. Tourism is economically viable but does not destroy resources on which the future of tourism depends, especially the natural environment and social structures of local communities". This definition focuses on the sustainability of tourism forms (tourism products), but does not generally mention the sustainability of the entire tourism industry.

According to Hens L., 1998, "Sustainable tourism requires the management of all types of resources in some way so that we can meet our economic, social and aesthetic needs while remaining maintain cultural identity, basic ecological processes, biodiversity and life-guarantee systems". This definition only focuses on the management of tourism resources for sustainable tourism development.

2.3 Sustainable tourism development

According to the World Tourism Organization. Sustainable development in tourism is development that can meet current needs without compromising future generations' ability to respond to the needs. This development pays attention to long-term social and economic benefits while ensuring the contribution to conservation and embellishment of resources, maintaining cultural integrity for the development of activities. tourism activities in the future; to protect the environment and contribute to improving the living standards of the local community.

Sustainable tourism development requires the development of high quality tourism products that are capable of attracting and meeting the increasing needs of tourists, but without harming the natural environment. and indigenous culture and must be responsible for conservation and development of natural resources - environment. In Agenda 21 on the tourism and travel industry towards sustainable environmental development by the World Tourism Organization and the World Council identified "Sustainable tourism products are products Built in accordance with the environment, community and cultures, so it will bring certain benefits rather than threats to tourism development".

According to Butler (1993). Sustainable tourism development is the process of developing and maintaining in a certain space and time (where community, environment exists), furthermore, development will not reduce the ability to adapt to the environment. while being able to prevent negative effects on long term development.

According to Machado (2003) ^[9]. Sustainable tourism development is the process of developing tourism products to meet the current needs of tourists, the tourism industry and the local community, without compromising their ability to meet the needs. future generation.

Requirements for sustainable tourism development

According to Nguyen Minh Tuan, Tong Thi Thu Hoa, (2019). In order to develop sustainable tourism, the following requirements must be fulfilled at the same time: Conservation

of ecosystems, ecosystems referring to the maintenance of life support systems (land, water, air, trees), protecting diversity and stability of species and ecosystems. This International Standard requires tourism activities and infrastructure to be appropriate for environmental conditions. At the same time, it is necessary to preserve cultural identity, protect and maintain the quality of life and unique cultural traditions such as religion and art. Tourism must strengthen cultural protection through cultural tourism policy. Sustainable tourism must be community-oriented, must create opportunities for local communities to participate in ecotourism activities, protect the environment through investment in tourism business activities, and promote development of related industries such as industry, handicrafts, agriculture. Ensure equitable and balanced development and development, recognizing needs between individuals and households, social groups, between present and future generations, between man and nature. Refers to the integration, balance and harmony between the factors between the economy and the environment, between agriculture and tourism, and between types of tourism.

Background for sustainable tourism development

According to Bui Thanh Huong, Nguyen Duc Hoa Cuong, 2007. The successful tourism development process should be based on three foundations: Sustainability, community participation, and scale of tourism development. Sustainability: In the current tourism context, sustainability needs to be considered both in terms of tourism (sustainable tourism) and on the side of the local community, built on three pillars: Economy Sustainable, sustainable environment, sustainable culture - society. Sustainable economy: Achieve a sustainable economy, help the tourism industry generate more income and jobs for local residents, help people improve their lives and develop a strong economy on a physical basis. Existing properties of the people. Environment sustainability: Economic development, tourism goes together with environmental protection of natural landscapes, not disturbing the flora and fauna. Sustainable culture and society: The development of the society gradually wears off the original, pristine, honest quality of the local people, tourism contributes to recreating the culture that encourages pride of the people. Since then, local efforts to preserve culture for the next generation. Community participation: The core element of community based tourism (CBT) is community-owned and for the benefit of the community participation, so the tourism planning process should not be ignored as well as community desire and level and scale of development. Research by Bui Thanh Huong, Nguyen Duc Hoa Cuong, 2007, used two terms "general tourism" and "selected tourism" to talk about the scale of tourism development. In which, the main characteristic of general tourism is large scale, packages operated by private non-local actors and highly commercialized tourism destinations. Selective tourism has individual and organizational characteristics, in small regions with moderate commercialization. It is difficult to draw boundaries for general and selective tourism, both of which can develop into CBT that satisfy the most important criterion of placing the community in the center.

3. Research methodology

To perform this topic, the author uses the method of collecting and synthesizing theory, data collecting information on information channels: Primary data, secondary data, each part of information has been analyzed, creating a new complete and profound theoretical system

about the object. At the same time, combining with the method of classification and the theoretical systematization to arrange scientific documents in each aspect, each unit, each problem has the same intrinsic signs, the same development direction. Systematization is to arrange knowledge into a system on the basis of a theoretical model to make understanding of the object more fully. Then we use analytical methods to study the different documents and arguments by analyzing them into parts to learn deeply about the object.

4. Research results and discussion

When disease outbreaks occur, the tourism industry is considered to be one of the sectors most affected (Chen *et al*, 2007; Zeng *et al*, 2005) ^[3]. In the past few decades, the tourism industry around the world has witnessed many crises caused by epidemics such as Hand, Foot and Mouth epidemic in England (2001), SARS in East Asia and Southeast Asia (2003), MERS epidemic in Middle East (2012), Ebola in Africa (2014) or Zika mosquito epidemic (2016) (Global Rescue & WTTC, 2019). Disease impacts on the tourism industry are almost immediate and long-term.

Outbreaks of epidemic diseases, especially those with global contagious risks, have rapidly declined, leading to a decline in revenue, profits, and job cuts ... in the tourism industry. The SARS epidemic in 2003 only occurred during the 3-month peak with the World Health Organization (WHO) travel restriction, but made tourism revenue in Hong Kong down 41%, China down 25 %, Singapore down 43%, Vietnam 15% decrease in 2003. The number of jobs in the tourism industry in the above countries fell by 27,000, 2.8 million, 17,500 and 62,000 jobs (WTTC, 2003). The impact of SARS 2003 also lasted for 1-2 years in directly affected countries (Global Rescue & WTTC, 2019). The impact of the epidemic on both tourism supply and demand.

The impact on tourism demand occurs almost immediately when an outbreak occurs, increasing with the severity of the disease and lasting after the outbreak. The impact of the epidemic is both from the perspective of tourists concerned about their safety as well as the travel restriction policies of the sending and receiving countries (Cooper, 2005). The epidemic also negatively affects economic development in general, reduces people's income, and leads to reduced ability to spend on tourism.

The impact of epidemics varies with markets, depending on psychological characteristics, behavior, economic conditions, geographic location ... Human responses to diseases also tend to direction changes in a direction more adapted to the actual conditions. This suggests that tourism destinations need to have a clearer and more efficient orientation for each segment of the market that is suitable for them during different epidemic times (Au *et al*, 2004; GlobalRescue & WTTC, 2019) Tourism supply can also be affected immediately when countries impose restrictions on or even suspend tourism services to deal with epidemics. Without revenue, tourism businesses must quickly implement measures such as labor cuts, marketing costs ... (Pine & McKercher, 2004; Global Rescue & WTTC, 2019). This leads to long-term impacts on businesses and tourism industry after the epidemic due to lack of labor, broken supply system, disruption of distribution system ... A sharp decline in muscle mass (Chen *et al*. 2007) ^[3] affects the long-term development of the tourism industry.

In general, the impact of the epidemic on the tourism industry depends on the severity, extent and duration of the epidemic. The time it takes for the tourism industry to recover to normal with diseases that have a global impact is every year. Most

recently, with the 2003 SARS epidemic, it took most affected countries up to 2 years to recover the tourism industry (Global Rescue & WTTC, 2019). Compared with the Covid-19 translation, the scope and extent of the impact of SARS 2003 is much smaller. SARS 2003 epidemic only occurred in a narrow range, mainly in Hong Kong, China, Taiwan, Vietnam and within a defined period of 3 months (Pine & McKercher, 2004). Meanwhile, the Covid-19 epidemic has spread globally with a completely new virus, and there is no vaccine yet. According to the Center for Disease Control, it will not be until early 2021 that a vaccine will be available to prevent this disease (CDC, 2020). Covid-19 virus is considered even more dangerous because of its ability to spread disease rapidly. The characteristics of the Covid-19 epidemic not only limit the needs of tourists but also cause skepticism and even refusal to welcome tourists from local people. Tourism is a community economy. The impact of Covid-19 will be enormous on both the supply and demand of tourism, especially when it lasts.

4.1 Current state of tourism of the Covid-19 pandemic period in Vietnam

In fact, before the Covid epidemic, tourism was one of the most dynamic development sectors based on the promotion of natural tourism resources and competitive service prices. The tourism industry has contributed significantly to the growth of GDP and job creation. However, the tourism industry has been hit hard by the Covid 19 epidemic, according to statistics of the number of international visitors to Vietnam in March 2020 estimated at 449.9 thousand arrivals - a decrease of 63.8% compared to the previous month, of which arrivals by air decreased 62.3%; by road 65.9% reduction; by sea by 83.6%. Compared to the same period last year, international arrivals to our country in March decreased 68.1%, of which visitors by air decreased 65.7%; by road by 77.9% and by sea by 55.2%; visitors from Asia decreased 77.2%; from Europe decreased by 27.5%; from Australia down 49.9%; from America down 67.9% and from Africa 37.8%.

Generally in the first quarter of 2020, international visitors to Vietnam were estimated at 3,686.8 thousand arrivals, down 18.1% over the same period last year. In which: arrivals by air reached 2,991.6 thousand arrivals - accounting for 81.1% of international visitors to Vietnam, down 14.9%; by road reached 551.1 thousand turns of people - accounting for 15% and down 39.4%; by sea reached 144.1 thousand turns of people - accounting for 3.9% and up 92.1%. Accommodation establishments must close, tourism industry employees are unemployed. Operating capacity of accommodation facilities in this period only reached 20-30% over the same period in 2019. Hotels across the provinces and cities nationwide announced to close at least until the end of April 30. This makes the workforce in the tourism industry being employed, companies, hotels and restaurants, in turn, have to cut staff by 60%. For multinational companies it is even reduced by 4 out of 5 the number of employees. At least until the end of June 2020, more than 80% of human resources are unemployed. If the situation is more difficult, the unemployment situation will probably last longer. Revenue from the travel and tourism industry in the first quarter was estimated at 7.8 trillion dong, accounting for 0.6% of the total and down 27.8% from the same period last year (up 13.2% in the same period in 2019). The reason is that many tourist attractions have to stop working, a large number of domestic and international tourists have canceled tours due to concerns about epidemics. Some localities with a decrease in tourism revenue in the first quarter against the same period last year

include: Thanh Hoa, a decrease of 49.9%; Ba Ria - Vung Tau down 48.3%; Quang Ninh decreased 47.1%; Khanh Hoa decreased by 43.9%; TP. Ho Chi Minh City decreased by 39.9%; Binh Dinh decreased by 24.4%; Da Nang down 19.5%; Hanoi decreased by 18.7%; Hai Phong down 14.9%. In this situation, it is necessary to have solutions for the tourism industry to live with the epidemic, and organize to safely and responsibly welcome visitors. Solving the problem of supporting businesses and hundreds of thousands of tourism workers in the time affected by the epidemic. Vietnam needs to communicate and update activities on general cleaning of accommodation facilities, options for quarantine against transmission, measures to disinfect vehicles, accommodation, and severe penalties against guests who report cheating about the place of the epidemic origin, the forms of ensuring health for guests, for staff of the tourism industry and the community to convey the message of "safe Vietnam tourism".

4.2 Trends for tourism in post-Covid-19 period in Vietnam

According to the General Statistics Office, the number of international visitors to Vietnam in March decreased by 68% compared to the same period last year, bringing the total number of visitors in the first quarter to 3.7 million, down more than 18%. compared with the same period. The second quarter results are expected to be even worse when the entire tourism industry is almost paralyzed due to social isolation to prevent epidemics. Up to the present time, it is still not possible to determine the time when Vietnam's tourism industry is revived. However, one thing is for sure that the tourism industry will change meat. "The consequences of the epidemic on psychology and the economy will create a number of new trends in planning, selecting and organizing your travel trips such as: Safety first: Psychology of fear. Infection will remain, so the safety factor as well as information about the destination's medical qualifications and ability to support the health of the destination will be one of the key factors in determining a destination. Safety is the main advantage of Vietnamese tourism after Covid-19. Proven effectiveness in prevention and treatment for visitors to the safety of Vietnam Prioritize near destinations and trips Short-term: This trend is the result of three difficulties that exist in the current tourism industry: paralyzed aviation, epidemic fear and tourist financial difficulties. health, save budget, reduce risks and be more proactive in unexpected situations Considering the proportion structure, domestic tourists account for about 82.5% of the total number of tourists in 2019. So The tendency of choosing to go to nearby locations will be a beneficial factor for Vietnam's tourism recovery. Price Sensitivity: As disease ravages the economy, the livelihoods of millions of people are also severely affected. In mid-April, the World Monetary Organization (IMF) reduced its GDP growth forecast for Vietnam this year to 2.7% from 7% in January 2020. The International Labor Organization (ILO) also warned that more than 22 million Vietnamese workers are working in sectors that face a great challenge to maintain the workforce during and after the epidemic. This is also the general situation of the world, when global economic growth is forecasted to be -3% for 2020, according to the IMF; and 195 million full-time jobs will disappear in the second quarter of 2020, according to the ILO. This bleak outlook will make global residents tend to tighten their wallet and spend more economically. "This will affect the tourism industry and people's ability to prioritize spending on tourism," Outbox said, adding that visitors will be more inclined to choose destinations with products.

Package with preferential prices to both relieve psychological after translation but still ensure cost savings.

4.3 Coping with Covid-19 pandemic

The experience of previous epidemic crises shows how important countries and businesses respond to the recovery of the tourism industry (Global Rescue & WTTC, 2019; Au *et al.*, 2004; Gu & Wall, 2006; Cooper, 2005). Facing the threats of epidemic diseases to the tourism industry, countries respond quite similarly to the steps from controlling the spread of the disease to gradually reviving the tourism industry, re-establishing trust among visitors. International travel (Global Rescue & WTTC, 2019). However, a number of other tactics are also applied such as creating an image of a country that can control the epidemic during and after the epidemic to create confidence for tourists that Japan did during the 2003 SARS epidemic (Cooper, 2005). Response solutions also need to be built on a national scale due to the inclusive nature of the tourism industry.

In the face of the serious impact of the epidemic, businesses have taken immediate action. However in the longer term the solutions are not really clear. In the short term, the solutions focus on cutting costs. Solutions such as stopping providing some services, implementing reasonable personnel policies, cutting business costs in general, restructuring debts of businesses are implemented by more than 50% of businesses right now. .

In the next 3, 6, 12 months, the trend of businesses gradually shifting to business policy adjustments such as: business plan adjustment, market rearrangement, supply system restructuring and loans next 12 months.

5. Trends of marketing communication in post-Covid-19 tourism industry

The 19 Covid pandemic is devastating the economy. In the first 3 months of 2020, the Covid-19 epidemic broke out, affecting many countries, including Vietnam. Our country's functional sectors and business community have actively joined hands, making efforts to control the spread of the epidemic. However, the Covid-19 epidemic has caused serious damage to the economy, and victim number 1 is none other than the tourism industry. In this situation, the tourism industry has adjusted the communication - marketing campaign in accordance with the post-Covid-19 trend:

Using Digital Marketing, which is one of the most successful business market approaches today, the growth of Digital marketing seems to be mirrored even more rapidly by the expansion of technical media. digital in all aspects of everyday life - from email to social networks, mobile devices and tablets - the digital world dominates the real world.

Travel is one of the industries benefiting from digital marketing, like other industries, Digital marketing in the tourism industry has grown quite strongly in recent years. And the tools to help Digital marketing succeed are:

Search engine marketing: A study by Google with Ipsos MediaCT shows that 65% of leisure travelers start searching for a place to travel online ... without having any intention in mind, nor know how to travel by any means. Therefore, online search plays a very important role in the decision-making process of users, so tourism businesses need to have a team of staff with SEO expertise to apply to their website.

Social Media Marketing: Today in the online and hyper-connected world, brands cannot ignore social media because it is one aspect of a digital marketing strategy. Research shows that most people today use the web for social media and spend 30% of their time online. To tap into this vast international community, travelers who establish engagement

and maintain a social media presence are helpful and valuable to followers and fans alike.

Email marketing: Email marketing is one of the most successful factors in the field of Digital Marketing, not only satisfying high efficiency, but also low cost. save time, and measure easily.

Parallel to that is the offline marketing types gradually shifted to online or advertising on TV. Signs (OOH), events, roadshows, etc. are activities that will have to be adjusted or reduced. Digital channels are more focused, however, businesses will have to adjust their advertising budgets, especially in the travel, retail, entertainment services, ... while production is sluggish. At the same time Change the communication message. With the current complicated disease situation, choosing the appropriate way of conveying the message of the tourism industry is one of the first things to determine. be clear and straightforward. One of the main goals of campaign marketing is to build trust in the customer; or further to show business support for the current situation. Change approach to passengers. The change in consumer behavior has led to a difference in the "touch points" that travel industry can reach customers. The most typical example is that from everyday interests, customers have turned their interest to updating information about the disease. Adapting to this change requires listening more to customers, tracking customer journeys and understanding their current interests with social listening tools, thus finding ways to bring stories. "Touch" to customers with the most relevant message. And also from the basis of customer understanding, marketers can reconsider their strategies such as shifting focus to effective online channels, changing content to suit the circumstances, and adjusting advertising campaigns. current reporting towards more cost optimization.

6. Conclusion

Sustainable tourism can meet many goals in the same period such as: eradicate poverty, improve the quality of people's cultural and spiritual life, create jobs on the premises, increase cash circulation. and for on-site export of local products. Sustainable tourism is an inevitable trend of the era that has important implications for many countries in the world, including Vietnam. Hopefully in the coming time, along with the orientation of the Party, the management coordination among Vietnam's tourism industries will develop stably, bring higher socio-economic efficiency, so that the tourism industry becomes more to become a key economic sector of the country.

Up to the present time, Vietnam is one of the countries with the most successful anti-Covid-19 measures in the world, even though it is a country bordering China. In the coming time, we need to take advantage of this opportunity to promote the image of a safe Vietnam to attract potential tourists in major customer markets, media outlets, and television carriers. loyalty of markets and countries competing with Vietnamese tourism, even when many tourists are hesitant, choosing safe destinations right after the epidemic.

7. References

1. Au K, Ramasamy B, Yeung C. 'The effects of SARS on the Hong Kong tourism industry: An empiricalevaluation, Asia Pacific Journal of Tourism Research. 2004; 10(1):85-95.
2. CDC [Centers for Disease Control and Prevention], Coronavirus (COVID-19), 2020.<<https://www.cdc.gov/coronavirus/2019-ncov>>, truy cập 12/4/2020.
3. Chen MH, Jang S, Kim W. The impact of the SARS

- outbreak on Taiwanese hotel stock performance: An event-study approach', *Hospitality Management*. 2007; 26:200-212.
4. Cooper M. 'Japanese Tourism and the SARS Epidemic of 2003', *Journal of Travel & Tourism Marketing*. 2005; 19(2-3):117-131.
 5. Global Rescue, WTTC (The World Travel & Tourism Council). *Crisis Readiness*, 2019.
 6. Gu H, Wall G. 'SARS in China: Tourism Impact and Market Rejuvenation', *Tourism Analysis*. 2006; 11:367-379.
 7. Hens L. *Tourism and Environment*, M.Sc. Course, Free University of Brussel, Belgium, 1998.
 8. Pine R, McKercher B. 'The Impact of SARS on Hong Kong's Tourism Industry', *International Journal of Contemporary Hospitality Management*. 2004; 16(2):139-146.
 9. Machado A. *Tourism and Sustainable Development, Capacity Building for Tourism Development in VietNam, VNAT and FUEDES, VietNam*. [aspx?tabid=621&ItemID=19558](#), 2003.
 10. World Bank, *Taking Stock: Recent Economic Developments of Vietnam, Special Focus: Vietnam's Tourism Developments*, World Bank, 2019.
 11. WTTC [The World Travel & Tourism Council], *Viewpoint, 4th Quarter, WTTC*, 2003.
 12. Bui Thanh Huong, Nguyen Duc Hoa Cuong. *Study tourism models in Vietnam. The project is sponsored by SNV Dutch development organization*, 2007.
 13. Dang Thi Thanh Minh. *Apply model of community based tourism to sustainable tourism development in Central Highlands*. The University of Danang, 2019.
 14. Pham Truong Hoang, Tran Huy Duc, Ngo Duc Anh. *The impact of the Covid 19 pandemic on Vietnam's tourism industry and response solutions*. National Economics University.
 15. Tien NH. *Develop leadership competencies and qualities in socially responsible businesses reality in Vietnam*. *International Journal of Research in Management*. 2019; 1(1):01-04.
 16. Tien NH. *Green economy as an opportunity for Vietnamese business in renewable energy sector*. *International Journal of Research in Finance and Management*. 2019-2020; 3(1):26-32.
 17. Tien NH. *Working environment and labor efficiency of state-owned enterprises and foreign corporations in Vietnam*. *International Journal of Research in Human Resource Management*. 2018-2019; 1(1):31-34.
 18. Tien HT. *Green entrepreneurship understanding in Vietnam*. *International Journal of Entrepreneurship*. 2020; 24(2).
 19. Tien NH, Thao VTT, Anh DBH. *Sustainability Issues in social model of corporate social responsibility. Theoretical analysis and practical implications*. *Journal of Advanced Research in Management*. 2019a; 19(1).
 20. Tien NH, Anh DBH, Ngoc NM. *Corporate financial performance due to sustainable development in Vietnam. Corporate Social Responsibility and Environmental Management*. 2019b; 26(4).
 21. Tien NH, Anh DBH, Ngoc NM, Nhi DTY. *Sustainable social entrepreneurship in Vietnam*, *International Journal of Entrepreneurship*. 2019c; 23(3):01-12.
 22. Tien NH, Anh DBH. *Ecological aspect of sustainable development of rural areas*. *International Journal of Research in Finance and Management*. 2019a; 2(2):05-07.
 23. Tien NH, Anh DBH. *Agrotourism as factor of entrepreneurship in the countryside development*. *International Journal of Research in Finance and Management*. 2019b; 2(1):53-55.
 24. Tien NH. *International Economics Business and Management Strategy*, Academic Publications, Delhi, 2019a.
 25. Tien NH. *Risks of unsustainable economics development in vietnam*. *International Journal of Management and Commerce*. 2019b; 1(4):4-9.
 26. Tien NH, Anh DBH, Thuc TD. *Global Logistics and Supply Chain Management*. Academic Publications, Delhi, 2019c.
 27. Tien NH, Anh DBH. *Gaining competitive advantage from CSR policy change: Case of foreign corporations in Vietnam*. *Polish Journal of Management Studies*. 2018; 18(1):403-417.
 28. Tien NH, Anh DBH. *Global strategic marketing management*. Ementon, Warsaw, 2017.
 29. Tien NH. *Leadership in socially responsible enterprises*, Ementon, Warsaw, 2015.
 30. Tien NH, Thai TM, Hau TH, Vinh PT, Long NVT. *Solutions for Tuyen Quang and Binh Phuoc Tourism Industry Sustainable Development. Comparative Analysis*. *International Journal of Research in Marketing Management and Sales*. 2019; 2(1):101-107.
 31. Tien NH. *Ecological Aspect of Green Gas Emission Trading*. Conference on "Sustainable Development and Climate Change", October 2017, TDM University, Viet Nam, 2017a.
 32. Tien NH. *Risks of unsustainable tourism development in Vietnam*, *International Journal of Research in Finance and Management*. 2019; 2(2):81-85.
 33. Tien NH, Phuc NT, Phu PP, Duc LDM, Thuc TD. *Natural resources limitation and the impact on sustainable development of enterprises*, *International Journal of Research in Finance and Management*. 2019; 3(1):80-84.
 34. Tien NH, Phu PP, Phuc NT, Duc LDM, Thuc TD. *Sustainable development and environmental management in Vietnam*, *International Journal of Research in Finance and Management*. 2019; 3(1):72-79.
 35. Tien NH. *Responsible and Sustainable Business*. Eliva Press, Chisinau, Moldova, 2020.
 36. Tien NH, Viet PQ, Ngoc NM, Anh DBH. *Contemporary Security and Sustainability Issues*. Eliva Press, Chisinau, Moldova, 2020.
 37. Tien NH. *Risks of unsustainable tourism development in Vietnam*, *International Journal of Research in Finance and Management*. 2019; 2(2):81-85.
 38. Tien NH, Phuc NT, Phu PP, Duc LDM, Thuc TD. *Natural resources limitation and the impact on sustainable development of enterprises*, *International Journal of Research in Finance and Management*. 2019; 3(1):80-84.
 39. Tien NH, Anh DBH. *Ecological aspect of sustainable development of rural areas*, *International Journal of Research in Finance and Management*. 2019; 2(2):05-07.
 40. Tien NH, Phu PP, Phuc NT, Duc LDM, Thuc TD. *Sustainable development and environmental management in Vietnam*, *International Journal of Research in Finance and Management*. 2019; 3(1):72-79.
 41. Nguyen Minh Tuan, Tong Thi Thu Hoa, Dao Thi Thuong, Nguyen Thi Thanh Mai, Nguyen Kieu Hoa. *Sustainable tourism development in Vietnam*. University of Natural Resources and Environment, 2019.
 42. *Digital marketing strategy promoting post-covid tourism 19*.

43. <<https://themanager.vn/chien-luoc-marketing-so-quang-ba-du-lich-hau-covid-19-d2020061311582788.html>>
44. General Statistics Office (2020), Socio-economic situation of the first quarter of 2020, <<https://www.gso.gov.vn/default.>>
45. Sustainable tourism development in Vietnam.
46. <https://baovemoitruong.org.vn/phat-trien-du-lich-theo-huong-ben-vung-tai-viet-nam/>.
47. Digital marketing for the tourism industry.
48. <https://eqvn.net/digital-marketing-cho-nganh-du-lich/>.
49. Restoration of post-Covid-19 travel.
50. <<https://cafef.vn/de-khoi-phuc-du-lich-hau-covid-19-khai-thac-thi-truong-noi-dia-nen-la-uu-tien-hang-dau-20200426104245156.chn>>
51. Post-Covid tourism stimulus alliance 19.
52. <https://enternews.vn/lien-minh-kich-cau-du-lich-hau-covid-174960.html>.
53. Promoting domestic tourism to restore international tourism after Covid 19.
54. <<http://baochinhphu.vn/Hoat-dong-Bo-nganh/Thuc-day-du-lich-noi-dia-phuc-hoi-du-lich-quoc-te-hau-COVID-19/396166.vgp>>.