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Solutions to Develop Da Nang City's Tourism Market in International Integration

¹ Ngo Thi Dung, ² Pham Thi Thu Thuy

¹ Department of Quality Management, University of Labour and Social Affairs, Vietnam

² Department of Business Administration, University of Labour and Social Affairs, Vietnam

Corresponding Author: **Ngo Thi Dung**

Abstract

After more than 30 years of innovation, integration and development of the Vietnamese tourism market, there have been new developments, the market is constantly expanding domestically and internationally, contributing to making tourism an important economic sector in the world. The country's economic development strategy and the developed tourism market contribute to expanding employment and increasing income. Through data collected from reports,

websites, etc., the authors use traditional analytical and statistical research methods to clarify issues related to the tourism market such as: concepts, characteristics and types of tourism market, analyze the current status of the tourism market in Da Nang city, thereby providing solutions to develop Da Nang city's tourism market in international integration.

Keywords: Tourism, Tourism Market, International Integration

1. Introduction

The trend of deep international integration will promote the improvement and expansion of bilateral and multilateral economic relationships between Vietnam and other countries, contributing to improving the business investment environment in general and in the field of investment. The tourism sector in particular is more open, with more free and equal competition. Vietnam's tourism market has new opportunities to expand both supply and demand. This is also an opportunity to encourage economic sectors to participate and mobilize many resources for business activities and tourism market development. At the same time, international economic integration contributes to attracting a large amount of foreign investment for infrastructure and socio-economic development, contributing to the development of Vietnam's tourism industry to keep up with other countries in the region and world. To develop the tourism market, contributing to making tourism a key economic sector; Tourism accounts for an increasingly high proportion in the GDP structure, creating a driving force for socio-economic development. Resolution of the 12th Party Congress affirmed: "There is a policy to develop tourism into a key economic sector. Encourage all economic sectors to invest in tourism development with a synchronous, modern infrastructure system, diverse products and high professionalism. Create favorable conditions for immigration and travel procedures and ensure safety and security. Promote promotion, promotion and branding of Vietnamese tourism. Effectively and sustainably exploit cultural and natural heritages, historical relics, scenic spots and preserve environmental hygiene. Develop complex, large-scale and high-quality tourist service areas" [1].

Da Nang is 764 km north of Hanoi, 964 km south of Ho Chi Minh City, connecting the Central Highlands via Highway 14B and is the gateway to the sea of the Central Highlands and Laos, Cambodia, Thailand, Myanmar to Northeast Asian countries through the East-West Economic Corridor with the ending point at Tien Sa Seaport. Located right on the North-South traffic axis of road, rail, sea and international air, Da Nang has a particularly favorable geographical location for the development of the tourism market. Danang has both mountains, rivers and coastal plains... which are ideal conditions to develop tourism with many diverse types such as eco-tourism, yachting, swimming, windsurfing, Sea sports, mountain climbing expeditions, vacations... and a number of other types of high-end services. However, the tourism market in Da Nang city has not yet exploited its full potential and available advantages. So what solutions need to be implemented to develop the Da Nang tourism market in a sustainable way, contributing to accelerating the city's socio-economic development process. Starting from the above issues, the authors have researched "solutions to develop Da Nang city's tourism market in international integration".

2. General issues about the tourism market

2.1 Tourism concept, tourism market

There are many different concepts of tourism depending on the research subject's approach, specifically: According to Hunziker and Krapf, "Tourism is a collection of phenomena originating from the journey and temporary stay of individuals in places other than their usual residence and place of work." [2]. According to Michael Coltman: "Tourism is the totality of phenomena and relationships arising from the interaction between tourists, tourism businesses, host governments, and resident communities locality in the process of attracting and retaining tourists" [3]. According to Vietnam Tourism Law No. 09/2017/C14: "Tourism is activities related to trips of people outside their regular place of residence for a period of not more than 01 consecutive year to meet the needs of sightseeing, relaxation, entertainment, learning, exploring tourism resources or combining with other legal purposes" [4].

"Tourism market is a category that reflects the entire relationship of exchange, purchase and sale of goods and services between tourists and business people under the influence of market mechanisms and rules" [5]. Author Nguyen Van Luu believes: "The tourism market is a part of the general market, a category of production and circulation of tourism goods and services, reflecting the entire exchange relationship between buyers and sellers." and sellers, between supply and demand and all relationships, economic and technical information associated with that relationship in the field of tourism" [6].

2.2 Characteristics of the tourism market in international integration

In the context of all countries participating in the integration process, the development of the tourism market must also be placed in international relations. That is, the development of the tourism market is not only governed by domestic factors, but it is also governed by international factors. The tourism market in international integration is expressed in the following characteristics:

+ Entities participating in the tourism market in international integration are not only domestic but also have foreign participation, so they will inevitably have to participate in the international competitive environment. Tourists include both domestic residents and international visitors. When participating in this market, tourism service providers include not only domestic tourism service companies but also foreign tourism service companies. The opening up of integration creates vast opportunities for tourists and tourism service companies to find new markets. But at the same time, in this playground, tourism service companies will also have to participate in a fiercely competitive market with many potential risk factors. When the tourism market integrates internationally, the prices of tourism products cannot be limited to one country but must necessarily be international prices. Therefore, the rules governing the economic activities of entities participating in competition in this market are not only domestic economic rules but are also regulated and governed by economic laws arising in international relations. This international competitive environment forces tourism service companies of a country to not maintain a monopoly in deciding prices and service output. Prices and output of tourism services are determined by the relationship of supply and demand in the international tourism market.

+ The tourism market in international integration reflects the relationship of exchange, buying and selling of tourism goods and services between supply and demand based on the comparative advantages of each country, so there needs to be state control in each country participating in integration. Since the subjects participating in this market all have interests and are willing to follow the principle of buying and selling, transaction relationships in the tourism market in international integration are equal. If the state's policies are aimed at discrimination and inequality towards tourism service businesses as well as tourists from different countries, it will not stimulate the development of the tourism market. Therefore, participating in integration also means that countries must accept common "rules of the game". Policies of countries will have to gradually adjust to ensure the promotion of the country's advantages and at the same time be consistent with international practices that Vietnam committed to implementing when participating.

+ The tourism market in international integration is highly interconnected. Originating from the characteristics of tourism as an "inter-sectoral, inter-regional and highly socialized" economic sector, tourism development cannot be confined to a "closed" territory but always extends beyond the administrative scope of a locality, a country, a region. In the tourism market, tourism products are an important factor to attract tourists. The construction of tourism products is based on natural landscape elements, cultural, historical and humanistic values specific to each region. But to have good tourism products, the connection of businesses with tourism business units at the destination is indispensable. Or to stimulate tourism demand, tourism businesses must coordinate closely with airlines, accommodation establishments, transportation units, and culinary spots. When integrating, this interconnectedness is expanded on a regional and world scale. Furthermore, in integration conditions, tourists' needs are not only for this one product or this one location but may be for many products, in different locations. Thanks to the connection, the tourism markets of countries are constantly expanding, reducing investment costs, improving the efficiency of production and business activities..., and through this connection, a country can build and promote the country's image worldwide.

2.3 Types of tourism markets in international integration

To have a basis for understanding the role and characteristics of each type, to help research and analyze the tourism market and build an accurate and appropriate market strategy, the classification of the tourism market is extremely necessary and important.

+ Based on the supply and demand relationship, the tourism market is divided into the seller tourism market and the buyer tourism market. The seller's market is the tourism market in which the seller is in a dominant position and the buyer is in a dominated position. The buyer's market is a market where supply is greater than demand, in this market all needs for domestic and international tourism goods and services are fully met.

+ Based on the spatial characteristics of supply and demand, the tourism market is divided into a sending market and a receiving market. In a locality, a country can be both a sending market and a receiving market. The sending market is the market in which tourism demand appears. Tourists depart from there to go elsewhere to consume tourism

products. The customer sending market is divided into the direct customer sending market and the intermediary customer sending market. To some extent, the direct customer sending market can be considered the daily residence of customers. The market for sending intermediary visitors is a transition place, visitors come to this place to travel and then move on. The receiving market is a market in which there is already a tourism supply, where conditions are ready to provide consumer services of tourism products, meeting the tourism needs of tourists not only domestically but also foreign tourist.

+ Based on time, the tourism market is divided into year-round tourism market and seasonal tourism market. The year-round tourism market is a market in which tourism activities are not interrupted, the buying and selling of tourism products takes place all year round; Seasonal tourism market is a type of market in which tourism activities are limited seasonally. The seasonal nature of the tourism market requires tourism businesses during the integration period to resolve the gap between supply and demand at the lowest level during the peak season, resolve all labor issues, revenue, effective use of facilities in low season.

+ Based on the motivation and purpose of the tourist's trip, the tourism market can be divided into the following types: eco-tourism, cultural tourism, sports tourism, health tourism, spiritual tourism, ethnic tourism....

As international relations are increasingly expanding and countries participate more and more deeply in this process, the tourism market is also expanding with new types: the domestic tourism market and the international tourism market. The domestic tourism market is a market in which tourism supply and demand are located within the territorial borders of a country. The international tourism market is a market in which supply belongs to one country and demand belongs to another country.

3. Current status of the tourism market in Da Nang city

The process of international integration has impacted the development of Da Nang city's tourism market, with the growth rate of the tourist market increasing every year. According to the Department of Tourism of Da Nang city, in the first quarter of 2023, the total number of visitors served by accommodation establishments is estimated to reach 1.4 million, an increase of more than 4.6 times compared to the same period in 2022; Of which international visitors are estimated to reach 391.6 thousand, an increase of 62 times compared to the same period in 2022; Domestic tourists are estimated to reach 1.03 million, an increase of 3.4 times compared to the same period in 2022. Tourists by sea, in the first quarter of 2023, welcomed 09 cruise ships with 7,300 passengers arriving at Tien Sa port. Tourists via air route, in the first quarter of 2023, a new route Da Nang - Macau has opened; Da Nang - Narita (Japan) (March 26, 2023), Da Nang - Vientiane (Laos) (March 30, 2023); Up to now, there have been 16 regular international flights operated by 20 airlines, with an estimated frequency of more than 280 flights/week (average 40 flights/day) with more than 560,000 international passengers^[7]. The increasing number of tourists has shown that the tourism attraction is increasingly strong and Da Nang city has gradually asserted its role in the development of the tourism industry.

Accommodation, food, and travel revenue is estimated to reach 5,897 billion VND, an increase of 1.9 times over the

same period in 2022; Travel revenue is estimated to reach more than 691.4 billion VND, up 6.3 times over the same period in 2022, up 29% over the same period in 2019^[7]. The continuous increase in revenue activities has partly demonstrated the logic with the increase in the number of visitors and tourists. This creates conditions for Da Nang city to continue to assert its attractiveness.

Currently, the Department of Tourism of Da Nang City continues to implement the Flexible Adaptation Plan in tourism activities; At the same time, develop a plan to deploy solutions to restore and develop the international tourist market to Da Nang in 2023. In particular, market promotion work continues to receive attention with the implementation of the program. Domestic and international MICE support program in 2023 (in the first quarter of 2023, welcome 20 MICE delegations to Da Nang, estimated to reach 5,000 guests); Participate in SATTE International Tourism Fair (India); Organizing tourism promotion programs in Qatar and UAE, Osaka (Japan); preparing to organize tourism promotion in Thailand, Indonesia and Malaysia; promote the restoration and opening of new international routes (Macau, Japan, Laos); promoting tourism promotion... At the same time, the People's Committee of Da Nang city signed a cooperation agreement with Vietnam Airlines Corporation for the period 2023 - 2027 with the purpose of coordinating to promote tourism promotion, commercial investment, aviation, destinations and recovery of the aviation service industry in particular and the tourism industry in general after the impact of the COVID-19 epidemic. Although the city's tourism promotion and promotion work has been promoted, the professionalism is not high, it only stops at tour programs and tourist routes, and has not focused on communication and tourism promotion. Internet tourism and on-site tourism promotion. On the other hand, promotional content does not focus on the city's main tourism products to enhance the destination brand, attract more domestic and foreign tourists, and there is no close connection between the state and businesses. career in tourism promotion. Have not promoted thematic advertising and focused promotional efforts on key tourism markets. Therefore, it partly affects market expansion, especially markets in developed countries.

The city has coordinated with the People's Committee of Son Tra district to develop a pilot plan for organizing services and serving night tourism on Nguyen Van Troi bridge and the east bank park at the foot of Nguyen Van Troi bridge; Coordinate with Hai Chau District People's Committee to develop a plan to pilot Bach Dang - Tran Hung Dao Walking Street; Organize decorations to create check-in points to serve tourists; Support businesses to put into operation and promote nightlife such as: Ba Na By night - fun, Sailing Bar... Besides, with the advantage of Han river, Cu De river and Co Co river, especially the Han River is located in the heart of Da Nang city, the water is clear blue, connecting the two banks of the river are poetic bridges. However, in recent times, the exploitation of river tours has still had many shortcomings, almost only exploiting nightly sea-viewing boat tours on the Han River, but the accompanying services are not really diverse, the quality to meet tourist needs is still limited.

In addition, on the occasion of April 30 and May 1, the Management Board of Son Tra Peninsula and Da Nang tourist beaches organized a program "opening the beach tourism season" from April 28 to May 3 at the locations of

East Sea Park, Son Tra peninsula and My An, My Khe, T18, Nguyen Tat Thanh beaches. Many series of activities are held at the program such as artistic kite flying activities, food festival space, traditional craft village experience space; series of activities on marine environmental protection, displays and exhibitions; paragliding prize "Flying over the silver sea"; Da Nang Sea Sports Festival - Da Nang Color Race 2023...

Over the years, Da Nang city has recognized and appreciated its great values and the decisive significance of the human factor in the city's tourism market, there have been appropriate policies to attract a large number of workers throughout the country to work in the city's tourism market, according to According to a report from the Da Nang Department of Tourism, as of November 2019, Da Nang had about 50,000 workers working in the tourism and service sector, of which, 4,646 were tour guides^[8]. In terms of quality, by the end of 2019, the total number of trained tourism industry employees and workers in all forms accounted for 75.4%, by the end of 2021 the rate was nearly 80%, the rate of workers with Foreign language certificate only reached 45%. Among them, the number of workers at accommodation establishments has the largest proportion, accounting for more than half of the city's tourism human resources. The amount of training in housekeeping and reception is very limited (about 5.7% and 6.7%). Hotel management accounted for 27.9% of graduates in 2019; travel management (accounting for 18.4%) and restaurant and food processing operations (accounting for 26.1%). However, the quantity and quality of tourism human resources do not meet the needs of the city's tourism market, there is an imbalance in the training and use of tourism human resources, and the lack and weakness of foreign language skills among human resources. Tourism in the area is a factor hindering the development of the city's tourism market.

Although the number of goods in the tourism market of Da Nang city is large in quantity, it is still monotonous and not commensurate with the potential and strengths of the city. On the other hand, the needs, trends and psychology of tourists about tourism goods and services often change in the direction of passion to satisfy personal interests, learn about the unique culture of Da Nang, and experience space, green tourism environment, love to experience strong feelings... so the appeal of Da Nang tourism goods and services in the international tourism market is still limited. The identification of key and typical tourism goods of Da Nang is still slow. As for souvenirs, the souvenir market has not really developed to match Da Nang's inherent cultural resources, although the city government has many policies and support for souvenirs.

In recent years, the city's tourism market has attracted many economic sectors, many domestic and foreign tourism business entities to invest and do business in the tourism market providing quite a variety of goods. goods and tourism services, meeting the increasing needs of tourists. However, the scale of tourism businesses is still small, the quality of goods and services is not high, and does not really meet the diverse needs of tourists, especially the needs of tourists in the peak season. On the other hand, there is no connection between tourism businesses in different fields (accommodation, dining, travel...) leading to unbalanced development between tourism business sectors. Tourism business entities in the area often just stop at the level of

distributing leaflets and advertising via the internet. Therefore, many businesses have difficulty finding and expanding markets and cooperating in tourism investment.

4. Solutions to develop Da Nang city's tourism market

Da Nang is a city with potential and strengths to develop the tourism market. In order for Da Nang city's tourism market to develop in international integration, contributing to the mission of making tourism a key economic sector of the city, it is necessary to synchronously implement the following solutions:

Firstly, continue to improve mechanisms and policies to develop Da Nang city's tourism market in international integration. In order for Da Nang city's tourism market to develop and attract more and more tourists to the city, it is necessary to form an open and favorable investment environment to attract investment capital from outside, at the same time. Create equality between individuals and organizations doing domestic and foreign tourism business. Reform administrative procedures, especially construction investment licensing procedures to attract economic sectors to participate in investment, tourism service business and synchronous investment in tourism infrastructure.

Second, Strengthen the attraction of investment capital for tourism market development. Investment in tourism market development must combine well the use of state budget with the exploitation and use of foreign capital and mobilization of resources from the people according to the motto of socialization of tourism development. Need to confirm Determine investment capital to develop the tourism market in conjunction with investment in construction and development of tourism infrastructure in a synchronous manner to exploit the potential and strengths of the city's inherent tourism resources. Effectively use ODA capital to invest in upgrading tourism infrastructure (Da Nang coastal roads, upgrading Da Nang international airport, high-speed railway, and building tourist seaports), Han River tourist boat mooring...), Da Nang City Tourism Development Strategy Research project, investing in high-quality tourism human resources. When accessing this source of capital, it is necessary to consider carefully to avoid political dependence. It is necessary to have a strict management and supervision system of financial agencies and State audit agencies to avoid capital loss and use it for the right purpose with the highest efficiency.

In addition, Da Nang needs to invest and modernize the city-wide wastewater collection and treatment system and flood points throughout the city and plan the power supply system to ensure stable, safe, and especially for tourist service routes and points of operation,...

Third, Strengthen inspection and management of tourism service business activities in the area. Deploy and supervise the implementation of tourism laws and legal documents and documents guiding production and business activities in the fields of accommodation, food and beverage services, travel, and entertainment location to ensure production and business efficiency while ensuring national security, social order and safety, preserving environmental landscape, focusing on the sustainable development of the tourism market during the integration period. In addition, monitor and check compliance with the law of entities participating in the tourism market regarding prices and quality of products and services. The City People's Committee needs to update information for tourism businesses about newly

issued legal documents through the city's electronic information portal or through the information portal of the Department of Tourism. -The city's state management agency for tourism activities. The city needs to unify the management of business activities and consumption of tourism products by law, creating favorable conditions for all economic sectors to participate in tourism business equally. For printing, publishing, and disseminating to travel companies and tour guides on the implementation of the Tourism Code of Conduct for tourists when coming to Da Nang. Every year, the city must have a policy to appraise, re-evaluate, and upgrade standards for businesses operating accommodation establishments and travel businesses. It is necessary to strengthen management coordination between the Department of Tourism and other departments and branches in the city and must have practical and effective measures to rectify state management, especially in management work. activities of tourist business ships on the Han River.

Besides, integration plays an important role in promoting the development of the city's tourism industry in general and the tourism market in particular, so there needs to be a more long-term strategy in tourism planning, can hire foreign consultants to review and adjust the Master Plan for Da Nang tourism development. In the review and planning, attention must be paid to promoting the promotion of key markets such as Northeast Asia and Southeast Asia, and expanding the exploitation of potential international markets (France, Germany, England, Spain, North America...) and new market (India); We must really pay attention to the planning of large-scale shopping - culinary - entertainment areas on the western strip of Hoang Sa - Vo Nguyen Giap - Truong Sa road, nightlife areas, and walking streets, night market.

Fourth, Developing tourism human resources in the Da Nang city tourism market in international integration. The city needs to make statistics, review, classify and evaluate the city's existing human resources through surveys and investigations on tourism human resources and tourism human resource training facilities, in order to evaluate a fully measure the capacity of tourism human resource training facilities in the city in terms of training scale, training professions, especially training quality, to have appropriate planning and rearrangement plans. From the process of investigation and survey. The city coordinates with the Department of Tourism of Da Nang city to plan and reorganize the structure of occupations that need training, closely following the needs of society and orienting human resource development for the city's tourism market. city. In addition, arrange schools, centers, and key schools for tourism training in the city to invest in facilities, machinery, equipment, and a team of lecturers who can undertake human training. tourism resources with quantity and quality to serve the lacking tourism human resources needs in the area.

Implement remuneration policies and use talents in the tourism field. The city must pay attention to remuneration policies and attract high-quality human resources, especially those trained at prestigious domestic and foreign training facilities to work in the city with incentives in terms of salary, housing, working conditions, priority in civil servant recruitment exams... Coordinate with tourism businesses to provide scholarships for advanced students and workers Professional qualifications and management qualifications

abroad. When returning, arranging suitable jobs, appropriate salary and bonus regimes, and an equal working environment will be the driving force for workers to work and stay with the city for a long time. In parallel with the policy of remuneration and attracting talents, the city as well as businesses must have sanctions against workers who break the commitment of the city and businesses to the policy of "recruiting good people, treating good people".

Encourage businesses to have plans to train and improve professional and foreign language skills for employees, especially tour guides and sales staff at shopping malls serving tourists. It is necessary to focus on training and fostering tour guides and tour guides on route topics, cultural sites, history, archeology, and communication skills, especially investing in foreign languages for tour guides and tour guides. to meet the needs of serving international visitors to travel and participate in conferences and seminars in Da Nang.

Improve management skills, update knowledge and experience, train staff according to industry programs and projects to improve the professionalism of the management team. Regularly invite leading experts in the field of tourism in Vietnam to train and share management and business experiences for tourism managers. Implement a training program for tourism experts and highly qualified officials to supplement the tourism industry in the future. In addition, it is also necessary to attach importance to training and improving professional skills for managers of accommodation businesses and travel companies.

Fifth, actively invest and put into operation new tourism goods, festivals and tourism festivals are upgraded and put into operation to serve tourists. Therefore, in order for the tourism market to develop and integrate internationally more deeply and widely, it is necessary to build and develop tourism goods in the direction of: Prioritizing the development of 3 main groups of tourism goods: Tourism beach, luxury resort; Shopping tourism, conferences and seminars; cultural, historical, ecological tourism... Diversify supporting tourism products such as spiritual tourism, cultural-culinary tourism, medical-beauty tourism, marine sports and entertainment tourism.

It is necessary to focus on developing and improving the quality of services associated with the sea: scuba diving to see coral, fishing, windsurfing, parasailing, kayaking, jetskiing, water music shows, sea light festivals, and Other modern marine entertainment sports aim to increase the attractiveness of the sea, attracting and retaining tourists to Da Nang longer.

To attract domestic and international tourists to Da Nang, the City needs to coordinate with the Ministry of Culture, Sports and Tourism to host large-scale cultural-sports-tourism events associated with the coastal area and city center. Organize international sports competitions associated with tourism such as running events (marathon, triathlon, barefoot run...), sailing races, sports airplane races, tennis, golf, windsurfing... Besides, it is necessary to overcome the problem of environmental pollution due to lack of awareness of people, tourists, and the treatment of wastewater and waste from tourism services; The situation of soliciting tourists still occurs at some beaches and tourist areas, causing many inconveniences for tourists and has become a factor hindering the development of Da Nang beach tourism.

It is necessary to promote the exploitation of spiritual tours to visit Linh Ung Pagoda in Son Tra Peninsula and Ba Na Hill, or Bodhisattva Avalokitesvara Pagoda in Ngu Hanh Son. Along with spiritual tours within Da Nang, travel agencies also open many tours abroad with destinations such as temples and pagodas in Cambodia, Laos, Thailand, Myanmar or further afield in India, Nepal - the kingdoms of Buddhism help tourists achieve relaxation, comfort, and religious satisfaction, not just purely sightseeing and worshipping Buddha. As well as organizing cultural tours associated with the region's heritage such as Hoi An Ancient Town, My Son Sanctuary, Hue ancient capital to bring diverse tourism products to tourists. In the coming time, it is necessary to invest and upgrade festivals associated with pagodas, churches... in the area in order to upgrade spiritual destination tours into typical spiritual tourism products of the city.

In the long term, there needs to be a development roadmap and a contest to design typical souvenir items of Da Nang. This product must contain the culture and civilization of Da Nang, not only serve domestic tourists. and abroad when coming to the city, but also makes the image, culture and people of Da Nang reach the international market.

Sixth, improve the operational capacity of business entities in the Da Nang city tourism market in international integration. The operational capacity of tourism entities represents the capacity to provide goods and services in the tourism market, if tourism business entities are large-scale, closely linked together, providing Providing a variety of high-quality tourism goods and services will promote tourism demand development, while improving the competitiveness of entities in the tourism market during the integration period. The city government needs to have policies and mechanisms to attract investment in tourism, support policies on taxes, credit, land, human resource training... to increase the quantity and quality of tourism. tourism business entities in the city. Besides, tourism business entities need to improve the quality of human resources, this is a crucial issue to improve the business efficiency of economic entities.

In the trend of openness and integration, technology is always a factor that tourism businesses are interested in to improve their business capacity. Businesses must invest in technological innovation, however, it is necessary to focus on appropriate technologies that are less fuel-consuming and environmentally polluting. It is not necessary to change the whole thing, but to change each step and each segment to bring about benefits. highest efficiency with appropriate investment capital. For foreign markets, promote new searches and expand existing markets.

Seventh, improve professionalism in tourism promotion and promotion in the Da Nang city tourism market in international integration.

Developing electronic websites to serve tourism promotion is an important factor to promote local destinations, speed up the number of visitors to the city, and increase the length of stay and spending of tourists. To take full advantage of the benefits from Internet communication, the city needs to build a professional promotion strategy through social networking tools Facebook, Fanpage and sharing networks Youtube, Twitter, Instagram in a competitive direction. usage of each market. Enhance promotion on online marketing sites, deploy E-Newsletter and multilingual electronic tourism marketing publications. Form and

develop a network of Da Nang travel blogger collaborators in key markets. Strengthen visual promotional communications in key domestic and foreign markets.

For this type of eco-tourism and marine tourism, it needs to be done through filming videos about the beauty of old forests located in the heart of young cities and the most attractive beaches on the planet, modern beach resorts. modern with vivid scenes, close to nature. Cooperate with domestic and foreign media to widely disseminate videos to attract domestic and foreign tourists to the city. Organize and enhance annual events to promote and attract tourists such as international fireworks display competition, international sailing and parasailing competition, Da Nang Tourism program - Summer rendezvous, ca Street music... and other large-scale events, aiming to mobilize community participation.

Encourage tourism links between localities in the Central and Central Highlands regions. Strengthen cooperation between countries in the region and countries sharing common borders. The Da Nang Tourism Association needs support to help small-scale businesses form joint ventures to create strength to attract tourists as well as compete successfully with large domestic and foreign businesses. In addition, the city needs to choose to link with businesses with strong brands and economic potential such as Ba Na Hills, Silvershore, Vitours, Intercontinental... linking with local travel and hotel units. Organizing tables to launch destinations in key markets to create synergy to attract tourists.

5. Conclude

In the trend of increasingly deeper and broader international integration, the tourism market is one of the important components of the market system in the economy, playing a huge role in forming destinations and destinations. tourism goods. Through the synchronous use of solutions to develop the tourism market, Da Nang city has contributed to exploiting tourism resources well for economic development, attracting and serving tourists, and promoting tourism. economic restructuring; contributing to making tourism a key economic sector of the country and locality; contributing to improving the quality of human resources, promoting the development of other markets and increasing the competitiveness of tourism business entities.

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