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Factors Affecting Tourism Promotion of Tien Giang and Vietnam During the Period of Digital Transformation

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Abstract

In 2023, the number of tourists to Tien Giang province will be 1,389 thousand, reaching 111.1% of the plan; including 420 thousand international visitors, reaching 168.1% of the plan. Revenue from accommodation, catering and travel activities is 7,464 billion VND, up 12.5% over the same period; Of which: revenue from accommodation and food services accounts for 97.6%, equivalent to 7283 billion VND (Giang, 2023)^[2].

However, tourism promotion in Tien Giang (TG) still faces many challenges and limitations such as technological development; Digital Marketing; Customer interaction; Digital infrastructure.... Therefore, this article studies this situation and proposes solutions to improve Tien Giang tourism promotion activities in the digital transformation period.

Keywords: Tourism, Promotion, Digital Transformation, Tien Giang

1. Ask the problem

According to the Tien Giang Department of Tourism in 2023, the number of tourists coming to Tien Giang province exceeds plan, reaching 1,389 thousand, an increase of 67.8%. International visitors accounted for 420 thousand arrivals, an increase of 4.2 times. Tourism revenue reached 7,464 billion VND, an increase of 12.5%, of which revenue from accommodation and food services accounted for 97.6%, i.e. 7,283 billion VND (Giang 2023)^[2].

However, promoting Tien Giang tourism still faces many challenges, including technology development, digital marketing, customer interaction and digital infrastructure.

Based on the study of the current situation and factors affecting tourism promotion activities, we propose solutions to improve tourism promotion activities in Hanoi during the digital transformation period.

2. Theoretical basis and research methods

2.1 Theoretical basis

The role of promotion in tourism development is very important because it helps create recognizable tourism brands (Goina, Skoko and Pagani 2008)^[5]. Promotional activities, including communication between producers and consumers, are essential to increase sales and influence consumer choices (Ristikj-Stomnaroska, Risteska-Nejashmijkj and Papazova 2019)^[8]. Traditional and new techniques in tourism promotion, such as personalized referral systems and web-based portals, can enhance the effectiveness of promotional activities (Castillo-Palacio, Harrill and Zuñiga-Collazos 2017)^[1].

From the results of theoretical research and expert interviews, the author proposes a model to research factors affecting Tien Giang tourism promotion during the digital transformation period, including: 1) Development technology; 2) Digital Marketing; 3) Customer compatibility; 4) Digital infrastructure. (Fig 1).

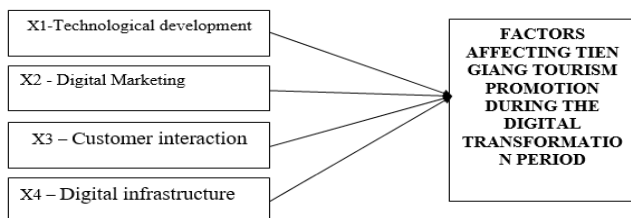


Fig 1: Research model of factors affecting Tien Giang tourism promotion during the digital transformation period

2.2 Research methods, analysis and evaluation

- *Information collection methods*, including: *Secondary data*, which are relevant studies and reports of ministries, departments, branches, business enterprises ...; *Primary data*, compiled from survey results of 150 experts, business enterprises and representatives of state management agencies and businesses in Tien Giang, experts researching digital transformation... To ensure To report the objectivity of the research results, the sample was randomly selected based on the number of Vietnamese businesses.
- *Research approach*, system, institutional, policy and market approach are used throughout the research process.
- *Research method*, Qualitative research: Collect data, related research projects, develop a preliminary questionnaire and interview 20 leaders, representatives of relevant organizations and experts, to determine Determine research targets for the current situation and factors affecting tourism activities and digital transformation. The results serve as the basis for building an official survey, ensuring objectivity and demonstrating research results, discussing and

suggesting solutions to improve tourism promotion activities in Tien Giang, Vietnam.

3. Research results and discussion

3.1 Current status of Tien Giang tourism promotion activities in the digital transformation period

3.1.1 Technological developments and changes in tourism thinking are being asked not only for Tien Giang, but also for provinces and cities in the Mekong Delta (Mekong Delta), especially in the period of industrialization 4.0, impacting many fields (Giang 2019) [3].

3.1.2 Digital Marketing, Tourism promotion and development based on digital transformation is considered the future of the "smokeless industry". In the context of disease prevention and control, this direction further affirms its superiority as traditional travel transactions tend to move to the digital environment (Giang 2021) [4].

3.1.3 Customer interaction, Tien Giang is the convergence of three ecological regions: garden rivers, mangrove forests and Dong Thap Muoi. Along with its rich history and culture, Tien Giang is considered a bridge connecting tourism between Ho Chi Minh City and other provinces and cities in the Southwest and has become an attractive meeting point for domestic and foreign tourists. (2024).

3.1.4 Digital Infrastructure, Tien Giang aims to truly become a key economic sector of the province, with high growth quality, professionalism, and a synchronous and modern system of technical facilities. (Nam 2020) [7]

3.2 Factors affecting Hanoi tourism promotion activities during the digital transformation period

3.2.1 Results of Cronbach's Alpha test

Table 1: Cronbach's Alpha test

Observed variables	Coefficient of correlation of total variables	Cronbach's Alpha if variable type	Full-scale Cronbach's Alpha
X1	0.907	0.951	0.927
X2	0.843	0.912	
X3	0.728	0.874	
X4	0.867	0.882	

+ *Cronbach's Alpha test results*: Observed variables with total correlation coefficient < 0.3 will be eliminated from the model. The standard for the scale to meet requirements is when Cronbach's Alpha > 0.6 (Ho 2012). With 150 official samples and 04 criteria of the survey questionnaire, the variables met reliability requirements, the full scale coefficient Cronbach's Alpha = $0.927 > 0.6$ is within a good measurement level, the total variable correlation coefficients of the variables measuring this factor are > 0.3 , all observed variables are accepted and will be used in the next factor analysis (Table 1).

3.2.2 Test for heteroskedasticity and correlation

Observed variables were extracted into 16 factors at Eigenvalues = $1,982 (> 1)$. The factor analysis results are reasonable, the total variance extracted reaches $83.078% (> 50%)$ of the variation of the data, this is the result. Acceptable variables are extracted into factors at the same time.

+ *Check the assumption that the independent variables do not have multicollinearity*

The variance inflation factor $VIF < 2$, shows that

multicollinearity does not occur and there is no strong correlation between independent variables (Trhong and Ngoc 2008) [10].

3.2.3 Results of EFA exploratory factor analysis

+ *Evaluate the scale through EFA exploratory factor analysis*: KMO coefficient = $0.847 (0.5 < KMO < 1)$. The Chi-Square statistic of Bartlett's test has a value of 2119.858 with a significance level of $Sig.= 0.000$, showing that the observed variables are correlated with each other. The results of EFA analysis showed that the total variance extracted reached $82.457% (> 50%)$, demonstrating that these 4 extracted factors explained $83.078%$ of the variation in the data. iEigenvalues is $1.982 > 1$, so the scales have convergent validity (Table 2).

Table 2: KMO and Bartlett's Test

Kaiser-Meyer-Olkin test for sample adequacy		0.847
Bartlett's test of sample configuration	Equivalent to Chi Square	2119,858
	DF	120
	Sig.	0.000

The results of exploratory factor analysis (EFA) show that the groups of exploratory factors are consistent with the research model.

3.2.4 Linear regression analysis

Linear regression analysis shows that there is no multicollinearity phenomenon. Multicollinearity statistics

with the variance inflation factor VIF of the independent variables in the model are all less than 2, proving that there is no multicollinearity phenomenon. route (Table 3). As a result, all variables have statistically significant Sig values. = 0.000 (< 0.05). Thus, there are 04 factors affecting Tien Giang tourism promotion activities, according to the standardized regression coefficient (Beta).

Table 3: Linear regression test

Model	Coefficients are not standardized		Standardized coefficient	Coefficient (t)	Coefficient (Sig.)	Multicollinearity Statistics (Collinearity Statistics)		
	Coefficient (B)	Standard deviation	Beta coefficient			Tolerance	Variance Inflation Factor (VIF)	
first	(Constant)	.702	.311		2,259	.025		
	X1	.284	.047	.379	6,063	.000	.923	1,083
	X2	.131	.046	.189	2,875	.005	.832	1.202
	X3	.150	.047	.207	3.182	.002	.853	1.172
	X4	.252	.060	.282	4,191	.000	.796	1,256

- Linear function, From the above results, we have a linear equation expressing the influencing factors (Xi) on Y- Effectiveness of Tien Giang tourism promotion activities, as follows:

$$Y = 0.702 + 0.284 * X1 + 0.131 * X2 + 0.150 * X3 + 0.252 * X4$$

Thus, the linear regression model built according to equation Y does not violate the necessary assumptions in linear regression. Therefore, the hypotheses are accepted at the 5% statistical significance level.

3.2.5 Analyze factors affecting Tien Giang tourism promotion activities

Technological development, factor X1, β'1 = 0.284, has the highest impact on Tien Giang tourism promotion. This is due to the influence of factors such as the number of mobile applications and official tourism websites of Tien Giang, the increase of users accessing online platforms to search for information about Tien Giang tourism. Giang, interaction rate and content sharing about Tien Giang tourism on social networks, as well as the number of tours booked through online channels compared to traditional channels. This shows the importance of using technology to promote tourism and create the best experience for tourists when exploring Tien Giang.

Digital marketing, with coefficient β'2 = 0.131, is an important factor affecting Tien Giang tourism promotion activities, assessed by the amount of content shared on social networks, keyword searches, and conversion rate. conversion rate from online content to tour bookings, and the number of Tien Giang's online partners. This is an important factor in evaluating the effectiveness of a digital marketing strategy, emphasizing creating quality content and building partnerships to attract customers.

Customer interaction, with coefficient β'3 = 0.150, plays an important role in Tien Giang tourism promotion activities. This is shown through indicators such as the ratio of positive and negative reviews from visitors on online review sites, number of reviews and comments on social networks and travel websites, time feedback from tourism businesses and changes in the image and reputation of Tien Giang tourism on these platforms.

Digital Infrastructure, with coefficient β'4 = 0.252, plays the second most important role in promoting Tien Giang

tourism through its development and modernization, including the internet, facilities telecommunications infrastructure and communication services. This digital infrastructure can impact travel information access and visitor experiences. A well-developed digital infrastructure can facilitate tourism promotion and provide better online travel experiences, from booking tours to finding information about destinations.

4. Some solutions to improve Tien Giang tourism promotion activities

First, Upgrade Digital Infrastructure in Tien Giang Tourism. To improve the tourism experience in Tien Giang, upgrading digital infrastructure is an important and necessary solution. This upgrade focuses on improving and developing digital elements such as the internet, telecommunications infrastructure and modern communication services. The goal of this is to create a more powerful and advanced digital environment, helping Tien Giang tourism take advantage of the latest technologies to provide the best travel experience for visitors. First, improving the internet is very important. Fast and stable internet will help tourists easily access information, book tours and share their travel experiences online. Next, developing telecommunications infrastructure includes building and expanding the system of broadcast stations and fiber optic infrastructure, providing better internet connections and supporting the deployment of new communication services. such as online videos, travel livestreams and mobile applications. In particular, providing modern communication services is an indispensable part. Developing and providing services such as digital television, streaming services and other online applications will create effective promotional channels and provide better, more flexible and more convenient travel experiences for customers. traveler.

Second, Enhance content and interaction on social networks. Increasing content and interaction on social networks is considered one of the most important and effective solutions. In today's digital age, social networks have become a powerful means of communication, connecting millions of users around the world. Therefore, using social networks to promote and reach potential tourists is a smart and effective strategy. Creating diverse and engaging content on social networks is an important key to

attracting visitors' attention. By sharing beautiful images, vivid videos and detailed information about destinations, tourist activities and local culture, Tien Giang tourism can create a strong impression and create curiosity for customers. traveler. Additionally, providing educational and useful content also helps build credibility and trust from visitors.

Third, Developing mobile applications and tourism websites. Developing and updating mobile applications and official tourism websites of Tien Giang plays an important role in providing information and services to tourists. customers effectively and conveniently. This helps visitors easily access information about tourist destinations, entertainment activities, local culture and other tourism services anytime, anywhere, with just a smartphone or tablet. internet connectivity.

Mobile applications and websites also need to be designed with a friendly and easy-to-use interface. This helps visitors easily book tours, book hotel rooms, book sightseeing tickets and find information about tourist destinations in the fastest and most convenient way. In addition, review and feedback features from visitors should also be integrated to help users have an overview and evaluate service quality. In particular, regularly updating information on mobile applications and websites is very important. Tien Giang Tourism needs to provide the latest information about events, promotions, and new destinations so that tourists always have the best travel experience. In this way, developing and maintaining mobile applications and official tourism websites will help enhance the travel experience and create convenience and satisfaction for tourists when visiting Tien Giang.

Fourth: Enhance customer feedback and support, need to promote quick and effective response time from Tien Giang tourism businesses. This ensures that travelers receive care and support in the shortest possible time when they have problems or specific needs. Fast response times not only help resolve visitor issues quickly, but also create a positive impression and increase visitor trust. In addition, customer feedback also plays an important role in improving services and enhancing the travel experience. Tien Giang tourism businesses need to pay attention to listening to feedback, reviews and comments from customers. This way, they can better understand the needs and desires of their visitors and adapt and improve their services to meet these requirements.

5. Conclude

From an overview of the theoretical basis and current situation of Tien Giang tourism promotion, the study has analyzed in depth 04 groups of factors affecting Tien Giang tourism promotion in the digital transformation period. Among them, the factor groups Technology Development (X1) and Digital Infrastructure (X 4) are the most influential, followed by the Customer Interaction factor group (X3) and the Digital Marketing factor group (X2.) all have an impact on Tien Giang tourism promotion activities during the digital transformation period.

From the research results, the author proposes a number of solutions to improve Tien Giang tourism promotion, as follows: Firstly, Upgrading Digital Infrastructure in Tien Giang Tourism; Second, Increase content and interaction on social networks; Third, Develop mobile applications and tourism websites; Fourth, Enhance customer feedback and support.

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