

# SUSTAINABLE DEVELOPMENT TOURISM: RESEARCH IN VIETNAM AFTER COVID -19

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DOI: 10.47750/pnr.2022.13.S06.312

## Abstract

Tourism has become a leading economic sector in Vietnam, is termed a "smokeless business," and generates substantial money for the government. However, the present complex evolution of the Covid-19 epidemic has had a significant effect on the whole Industry. Tourism models must be bolstered by the variety of Vietnam's ecosystems, wildlife, and cultural heritage. Nonetheless, the complex dynamics of the present Covid-19 outbreak have had a significant influence on Vietnam's whole tourism economy. Many hotels, restaurants, and retail chains in tourist sites become empty as a result of flight bans, travel restrictions, and tourists' dread of the pandemic's effects. This forewarns of a decline in the tourist industry's earnings in numerous nations, including Vietnam. By synthesising statistics, this article evaluates the influence of the Covid-19 pandemic on tourist development in Vietnam and makes some recommendations for the post-Covid-19 sustainable growth of Vietnam's tourism business.

**Keywords:** Tourism, sustainable development, Vietnam.

## INTRODUCTION

### Issue raising

The Covid-19 epidemic has had far-reaching and significant effects on all nations. Vietnam is a country with a high degree of economic openness and international integration that has also been hit by the Covid-19 virus. Covid-19 has had a tremendous impact on all socioeconomic spheres, notwithstanding the country's initial successes in illness management. In this setting, the tourist sector in Vietnam has faced several obstacles and hurdles. In recent years, Vietnam's tourism industry has made significant development strides, contributing to the country's transformation and providing a driving force for the growth of other economic sectors.

In addition to attaining rapid and consistent expansion, the tourist sector's contribution to the gross domestic product has also seen a great breakthrough. Tourism contributes to economic reorganisation in the direction of expanding the service sector from 38.7% (in 2000) to over 40% of the economy (in 2019). According to the Ministry of Culture, Sports, and Tourism, from 2015 to 2018, the number of international visitors nearly doubled, from 8 million to 15.5 million, with a growth rate of approximately 25% per year; is one of the 10 countries with the highest tourism growth rate; the number of domestic visitors increased by 1.4 times, from 57 million to 80 million in 2018.

With a growth of 16.2% from 2018, foreign visitors to Vietnam reached over 18,008 million in 2019, which is a record high. This success is continuing to be seen in the country's tourism industry. However, one of the industries with the most vulnerability to epidemics is the tourist industry (Chen et al., 2007). The Covid-19 pandemic reached its worst point in the previous 100 years in early 2020, when it first became a severe epidemic.

One of the businesses expected to suffer the most is tourism. This article examines the effects of the Covid-19 pandemic on the tourist sector in Vietnam. It does so by examining three different factors: economic, cultural-social, and environmental. Today's tourism in Vietnam. The paper then offers suggestions for the future sustainable growth of tourism in Vietnam.

Due to the Covid-19 epidemic, which has forced several nations to lock their borders, halt travel, and force billions of people to stay at home, there has been a significant impact on the tourist sector. According to the World Tourism Organization (UNWTO), Covid-19 has had the most detrimental effects on the Asia-Pacific tourism sector, with a decrease in arrivals of over 33 million in the first three months of 2020. Before then, the Covid-19 outbreak was being reported as infecting and killing a large number of individuals, according to the Center for Control and the European Disease Prevention and Control (ECDC). The ECDC research states that higher-than-anticipated death rates happened in Belgium, France, Italy, Malta, Spain, Switzerland, and the UK, and primarily affected people over 65. In Europe, the SARS-CoV-2 virus (Covid-19) has caused more than 75,000 fatalities. The Covid-19 outbreak in Asia is still difficult to understand. In which cases of illness recurrence surged in South Korea and Singapore, and Indonesia had the greatest number of SARS-CoV-2 infections in Southeast Asia. It is clear that the Covid-19 pandemic, which has had a significant influence on both human health and every aspect of the economy, is causing the most stress in the globe in general and in Vietnam in particular right now, notably in the travel sector.

Vietnam's tourism industry currently contributes approximately 10% of the country's GDP (Word Bank, 2019), which has a significant influence on both the country's overall economic and social growth. However, one of the industries that is most susceptible to epidemics economically is still thought to be tourism (Chen et al., 2007). The Covid-19 outbreak, also known as SARS-CoV-2, which started severely in early 2020, has emerged as the pandemic with the worst severity on a worldwide scale in the previous 100 years. bridge. One of the businesses expected to suffer the most is tourism.

The Covid-19 outbreak is predicted to have a considerably greater impact on the tourist sector than any diseases the world has seen in recent memory. Many nations have devised quick fixes to sustain their economies in the face of a catastrophic global pandemic, including decreasing interest rates, providing significant relief packages to help firms, and encouraging consumption. The Vietnamese government has also moved rapidly to develop plans for particular laws and assistance programmes to help enterprises, notably those in the tourist sector, survive and thrive in the face of the Covivirus-19 pandemic. The impact of the disease on the tourism business, however, will become more severe and long-lasting by April 2020 as the pandemic scenario continues to worsen on a worldwide scale. An updated and in-depth review of the Covid-19 epidemic's effects on the travel and tourism sector in Vietnam. To have a methodical, synchronised, and strategic solution to a long-term issue, the Covid-19 epidemic's evolution and effect possibilities must also be explicitly examined in the tourist sector till the Covid-19 pandemic is over.

## 1. Theoretical basis

### 1.1. The concept of tourism

According to the International Encyclopedia of Tourism published by the International Academy of Tourism Sciences: "Tourism is a journey in which, on the one hand, a person departs with a pre-selected purpose and on the other tools that satisfy their needs".

According to the World Tourist Organization, an organization of the United Nations, Tourism includes all activities of people traveling, staying, for the purpose of sightseeing, discovery and learning. , experience or for the purpose of rest, entertainment, relaxation; as well as for the purposes of practice and other purposes, for a continuous period of time but not exceeding one year, outside of the settled habitat; but excluding travel whose main purpose is to make money. Tourism is also a form of active rest in a different living environment than the place of settlement.

According to I.I Pirogionic, 1985: Tourism is a form of activity of people in their free time related to the movement and temporary stay outside the usual place of residence for rest, healing, physical development and spiritual, cultural or sports awareness raising accompanied by 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 gave a definition of tourism: Tourism is the sum of relationships, phenomena and activities. economic activity resulting from the journeys and stays of individuals or groups outside their usual place of residence or abroad for peaceful purposes. The place they come to stay is not their place of work.

According to W. Hunziker and Kraff (1941) definition: Tourism is the sum of the phenomena and relationships arising from the movement and stopping of people in places other than habitual habitation. their; moreover, they do not stay there permanently and do not have any activities to earn income at the destination.

### 1.2. The concept of sustainable tourism:

The World Tourism Organization (UNWTO) provided the following definition at the United Nations Conference on Environment and Development in Rio de Janeiro in 1992: "Sustainable tourism is the development of tourism activities to meet current needs of tourists and indigenous people while preserving and enhancing resources for future tourism development. The goal of sustainable tourism is to meet people's aesthetic, social, and economic requirements while preserving cultural variety, ecological development, and human life support systems.

According to World Conservation Union, 1996. Sustainable tourism is environmentally responsible travel and visit to natural areas in order to enjoy and appreciate nature (and all its accompanying cultural features, be it in the process). past and present) in a way that is conservation-recommended, has low visitor impact and benefits the active socio-economic participation of local communities.

Machado, 2003 defined sustainable tourism as: "Tourisms that meet the current needs of tourists, the tourism industry, and local communities without compromising their ability to meet their own needs. future generations. Tourism is economically viable but does not destroy the resources on which the future of tourism depends, especially the natural environment and social fabric of local communities. This definition focuses on the sustainability of forms of tourism (tourism products) but does not generally address sustainability for the entire tourism industry.

According to Hens (1998), "Sustainable tourism entails managing all forms of resources in such a way that we can meet our economic, social and aesthetic needs while maintaining cultural identity, fundamental ecological processes, biodiversity and life-support systems". This definition only focuses on the management of tourism resources for sustainable tourism development.

### 1.3. Sustainable tourism development

The author wants readers to grasp what sustainable tourism is before researching the topics connected to the growth of sustainable tourism in our nation. Therefore, in accordance with the terms of current legislation, the idea of sustainable tourism is known as sustainable tourism. This idea was originally presented in 1992 at the Rio de Janeiro Conference on Environment and Development of the United Nations. This idea is noted in particular for attempting to meet peoples' economic, social, and aesthetic requirements while maintaining cultural integrity, biodiversity, ecosystem development, and support systems for human life.

From the aforementioned laws, it can be inferred that improving tourism while minimising expenses is sustainable tourism from a legal standpoint for investors in tourism-related businesses. optimise the advantages of tourism to local people and the environment, and may be achieved over time without having a negative impact on the resources it depends on.

Even though it is still a relatively new idea in Vietnam, sustainable tourism development But thanks to global best practises and lessons learnt about developing tourism sustainably, our nation's tourist industry is going in the direction of being resourceful and environmentally conscious. Due to this law, ecotourism was defined at this conference for the first time in Vietnam as follows: "Ecotourism is a form of tourism based on nature and local culture. connected with environmental education and actively involving local populations in conservation and sustainable development activities

Giving the above-described definition of ecotourism allows us to inherit and apply the idea of sustainable tourist development to the promotion and use of the information in this area. Due to this, top experts in the tourism industry and other related fields in Vietnam have shared their thoughts on the idea of sustainable tourism development, which they define as: "Sustainable tourism development is managed exploitation of natural and human resource values to satisfy the diverse needs of tourists; with regard to long-term economic benefits and ensuring a contribution to the conservation and restoration of resources, the maintenance of cultural integrity, to the preservation of biodiversity, to the protection of the environment, and to the advancement of social and environmental goals.

The author provides guidelines for the development of tourism in Vietnam based on the terms and contents listed above as well as the existing Vietnam Tourism Law's provisions on the idea of "sustainable tourism development." The following is the definition of sustainable tourism development: "Sustainable tourism development is the growth of tourism activities with the purpose of generating economic advantages, creating employment for society and the community, and satisfying the varied demands of tourists... based on the principle of exploiting natural resources; while keeping in mind the need to invest in enhancing, conserving, and maintaining the integrity of natural resources, as well as ensuring a clean environment; it is also necessary to attach the responsibilities and interests of the community in the exploitation, use, and protection of natural resources and the environment.

based on the WTO, the global tourism organisation. Tourism development that is sustainable is development that satisfies current requirements without compromising the capacity of future generations to satisfy their own needs. In addition to contributing to the preservation and enhancement of resources and maintaining the cultural integrity for the development of activities, this development is focused on the long-term economic and social advantages. Future tourism; environmental conservation; and raising the level of living in the neighbourhood.

The creation of high-quality tourism products that can satisfy the growing demand from travellers while also protecting the environment and indigenous cultures is necessary for sustainable tourism development. These products must also be in charge of protecting and developing the environment's natural resources. According to the World Tourism Organization and the World Council's Agenda 21 on the tourism and travel industry towards environmentally sustainable development, "Sustainable tourism products are those built in accordance with the environment, communities, and cultures, thereby bringing certain benefits, not threats to tourism development,".

According to Butler's (2013), sustainable tourism development is the process of growing and maintaining in a specific area and time (where communities and environments already exist); in addition, the development will not lessen the likelihood that people will be able to adapt to their surroundings while avoiding short-term negative effects on development.

Machado (2003) defines sustainable tourism development as the process of creating tourism-related goods that satisfy present-day demands from travellers, the tourism sector, and local communities without sacrificing the potential to satisfy future demands.

#### 1.4. Requirements for sustainable tourism development.

Currently, tourism is one of the main economic sectors in our nation and is recognised as a smokeless industry. It is also vital to promote the tourist business while still paying attention to and paying attention to the surrounding natural environment since the development of the economic sector brings forth enormous benefit. In the author's opinion, the problem with sustainable development is that it requires the growth of tourist activities such that their nature, scale, and techniques are suitable and sustainable over time. While supporting the preservation of natural and cultural resources for the sake of community life, sustainable development must also be compatible with the environment's load capacity. In order to achieve sustainable tourist development in Vietnam, a number of solutions must be the emphasis. Specifically, the following items make up the solutions for sustainable tourism development in Vietnam:

The first is a sustainable development approach that places a strong emphasis on economic effectiveness. Ensure economic efficiency and competitiveness to support long-term growth and profit for businesses and tourism attractions.

Second, achieving prosperity locally is the key to sustainable development. In tourist destinations and tourist regions, this is referred to as maximising tourism's contribution to the successful growth of the local economy, which includes the percentage of visitor consumption that is kept in the area.

The third is the answer to sustainable development in terms of the quality of jobs, and it entails increasing the quantity and calibre of jobs that are produced locally and supported by the tourist sector, both of which should be done without prejudice. and various types of therapy.

Fourth, social justice is the answer to sustainable growth. For the tourist sector to operate sustainably, it is vital to fairly share the financial and social gains made from tourism-related activities. fair and kind to everyone in the neighbourhood as they deserved.

Fifth, a safe, high-quality service that completely satisfies the needs of visitors is the fifth answer for sustainable development, and it does not discriminate based on gender or ethnicity. , income, as well as additional factors.

Six is the local control: Including and empowering local communities in the planning and decision-making processes for tourist development and management.

Seven is a sustainable development strategy for community well-being that is recognised to uphold and improve the standard of living for locals, including social organisation and resource access, life support systems, and avoiding environmental degradation and over-exploitation in all its manifestations.

The eighth option, which is honouring and developing the value of historical legacies, national cultural identities, customs, and particular identities, is for the sustainable growth of cultural diversity manifested in the tourist business. of local populations in tourism areas.

Nine is a sustainable development solution that is unified in nature: Maintaining and improving the quality of landscapes, both in rural and urban areas, avoiding environmental degradation.

Ten is the solution for sustainable development of biodiversity: Support for the conservation of natural areas, habitats and wildlife and minimize damage to these elements.

Eleven is a sustainable development solution based on the efficiency of resources such as: Reducing the use of rare and non-renewable resources in the development and deployment of facilities, vehicles and travel services.

Twelve is a solution for sustainable development but still does not forget to focus on a healthy environment. The environment is kept clean here: reducing air, water, soil pollution and waste from tourists and travel agencies. Thus, in the process of sustainable tourism development, it is ensured to solve the problems raised about solutions for sustainable tourism development in Vietnam. However, the solutions for that development are only relative because in society there is always change and development. It is also that the sustainability of this factor may be the cause that affects the sustainability of other factors, and for that reason, the solutions for sustainable tourism development in Vietnam are always changed in terms of sustainability. different content.

#### Criteria for evaluating sustainable tourism development

Many research works have produced sets of sustainability indicators in tourism development, one of which must be mentioned is the Global Sustainable Tourism Standards set by the Global Tourism Council (GSTC). Released on December 21, 2016. Here, the author would like to summarize as follows:

<b>GENERAL ASSESSMENT SET OF SUSTAINABLE TOURISM DEVELOPMENT (GLOBAL SUSTAINABLE TOURISM COUNCIL-GSTC)</b>	A. Demonstrate effective sustainable management
	B. Maximize socioeconomic benefits for local communities and minimize harmful impacts
	C. Maximize benefits to cultural heritage and minimize harmful effects
	D. Maximize environmental benefits and minimize harmful effects

In there:

A. Demonstrating effective and sustainable management, including: (1) Implement a sustainable, long-term management system that is appropriate to scale and capacity, paying attention to solving environmental problems. , socio-economic, cultural, quality, health and safety; (2) Comply with national and international laws and regulations; (3) Employees receive periodic training on their role in applicable environmental, socio-economic, cultural, health and safety management roles; (4) Assess customer satisfaction to make appropriate adjustments; (5) Advertise tourism products with truth, commitment to sustainability and no promises of things that are not; (6) Design, build, renovate and operate infrastructure to ensure compliance with laws, planning, respect for heritage, and use of local materials; (7) Legally own land and property in accordance with local laws; (8)

Provide information and explanations about nature, heritage, culture as well as guide appropriate behavior for tourists when visiting the tourist destination.

B. Maximize socioeconomic benefits for local communities and minimize adverse impacts, including: (1) Actively supporting initiatives to develop social infrastructure and support community development; (2) Local communities are prioritized for recruitment and training; give preference to locally produced goods and services, unless the product is not suitable; (3) Create conditions for local small production establishments to develop and sell sustainable products based on the specific characteristics of the region's nature, history and culture; (4) Having a code of conduct appropriate to the activities of the indigenous community; (5) Against any commercial and sexual exploitation and oppression, in particular against children, women and minorities; (6) Fair treatment in recruitment of women and ethnic minority workers, not using child labor; (7) Comply with the provisions of national and international laws on workers' rights; (8) Tourism activities must not jeopardize the basic stock or sanitation system of the community; (9) Tourism activities do not affect the livelihoods of local people.

C. Maximize benefits to cultural heritage and minimize harmful impacts, including: (1) Adhere to guidelines and codes of conduct when visiting sensitive cultural or historical sites; (2) Historical or antique artifacts may not be sold, traded, or displayed, unless authorized; (3) Contributing to the conservation of monuments and assets of historical, cultural and archaeological value, having spiritual significance, absolutely not obstructing the access of local residents; (4) Respect the intellectual property rights of the local community when using elements of local art, architecture or cultural heritage in business, design, decoration, and cuisine.

D. Maximize environmental benefits and minimize harmful impacts, including: (1) Conservation of resources; (2) Reducing environmental pollution; (3) Conservation of biodiversity, ecosystems and natural landscapes.

However, in Vietnam, in order to apply more suitable to the actual conditions of the localities, we need a more specific set of criteria. The author would like to propose the set of criteria of the research team Nguyen Thu Hien, Nguyen Thi Tuyet Nga (2020) as follows:

\* Criteria for assessing sustainable economic growth:

- In a resolution adopted at the 12th National Party Congress, the goal was established for Vietnam's average 5-year economic growth to be between 6.5 and 7%. The 13th National Party Congress Resolution's economic development objectives for 2021–2025 continue to include this target. This limit must be met consistently and steadily for at least five years.

- The local GRDP is becoming more and more dependent on the tourism sector's added value.

- Tourism products that are compatible with local advantages, diverse, and sustainable must be aligned with the locality's strategy for creating tourism products. Because each locality's strategy is often based on taking into account and scientifically calculating the important aspects, in order to utilise and promote the best potential qualities and benefits of tourism resources.

- The amount of investment capital for tourism and its structure will be mobilised and organised in accordance with the local tourism development master plan's divergence.

- Tourism human resource development indicators, including quantity and quality, have been adequately measured and matched with other objectives of sustainable development.

In the period between 2020 and 2025, on average, over 60% of tourism business establishments will use the Internet for advertising activities, introduce images, and actively apply environmentally friendly technology in activities related to investment and tourism business. - The level of application of environment-friendly technology and information technology: must be gradually increased. For each additional 5-year term, this rate must rise to 10%.

- Increase in visitor arrivals: 7% or more annually, consistent for at least five years.

- Tourist spending has been steadily rising for at least five years.

- Stable, at least 80% visitor satisfaction rate.

\* Criteria for assessing sustainable economic growth that promotes social progress and justice and is associated with the conservation and promotion of indigenous cultural values

- Before a tourism project is put into action, 100% of the households in the project area are consulted about its planning and investment strategy.

- The amount of jobs created by tourism for the local community: greater than the average rate of employment creation prior to tourism projects in the area, with at least 80% of residents being counted.

- Benefiting the indigenous community from tourism: Increasing gradually, at least 80% of those in the community were counted. This contributes to the reduction of poverty and creates chances to boost income.

- Tourism's active, positive contribution to the preservation of humanistic tourism resources is acknowledged by at least 80% of the local population.

- The local community's degree of satisfaction with tourism-related activities: constant and at least 80% of residents.

\* Criteria for assessing sustainable economic growth associated with the protection of natural tourism resources and ecological environment

- 100% of designated tourist resource zones and locations.

- Percentage of tourist resource zones and locations that are exploited, invested in, embellished, and protected in order to meet the requirements of preventing resource depletion and protecting the environment: This rate will increase continuously for at least 5 years; after reaching over 60% in the period of 2021–2025, it will increase by at least 10% every subsequent 5 years.

- Environmental quality (water, air, waste, sound, light, etc.) in tourist regions and locations: Not exceeding the threshold in accordance with the relevant environmental rules' particular environmental standards and aims. authorities control each time period.

- Tourists should feel responsible for protecting the environment and natural resources by following rules and regulations at tourist destinations. Less than 1% of visitors are treated for breaches, and no infraction results in major repercussions.

- Indigenous communities' awareness of their responsibilities to the environment and tourism resources: They adhere to obligations and rules regarding the protection of the environment and natural resources. Less than 1% of the community's entire population is handled by violations each year, and no offences have major repercussions.

The annual handling rate of violations is less than 1% of all establishments, and no violation carries serious repercussions. - Responsibilities of tourism business establishments with regard to tourism resources and environment: Comply with rules and regulations on protection of natural resources and environment at tourist sites.

## 2. Research results

### 2.1. Actual situation of Vietnam tourism in the period of Covid-19

The travel and tourism sector is one of those thought to be most impacted when diseases strike (Chen et al, 2007; Zeng et al, 2005). The tourism industry has experienced numerous crises over the past few decades brought on by epidemics like Hand, Foot, and Mouth Disease in the UK (2001), SARS in East and Southeast Asia (2003), MERS in the Middle East (2012), the Ebola outbreak in Africa (2014), or the Zika mosquito epidemic (2016). (Global Rescue & WTTC, 2019). The epidemic's effects on the travel and tourist sector are both immediate and severe.

The development of epidemics, particularly those with a danger of global transmission, results in a rapid decline, which affects the tourism industry by reducing sales, profits, and employment opportunities. Despite the World Health Organization's (WHO) advice for travel restrictions, the 2003 SARS pandemic only lasted for three months at its height, but it resulted in a 41% decline

in Hong Kong's tourism earnings and a 25% decline in China's. In 2003, Vietnam increased by 15%, Singapore by 43%, and, in these nations, the number of jobs in the tourism sector fell by 27,000, 2.8 million, 17,500, and 62,000 jobs, respectively (WTTC, 2003). In the nations that were immediately impacted, the effects of SARS 2003 persisted for 1-2 years (Global Rescue & WTTC, 2019). The epidemic's effects on travel demand and supply.

The effect on travel demand starts practically immediately after the epidemic starts, gets worse as the disease gets worse, and lasts for a very long time. The effects of the outbreak on both sending and receiving countries' policies regarding travel restrictions as well as tourists' psychological concerns about their personal safety (Cooper, 2005). The epidemic also has a detrimental impact on economic growth generally by lowering people's incomes and decreasing their ability to spend money on tourism.

Depending on psychological traits, behaviour, prevailing economic conditions, and geographic location, the influence of the epidemic varies on the markets. The psychology of how people react to illnesses also has a tendency to shift in the direction of greater adaptation to the actual circumstances. This implies that tourism places should have a more defined and focused marketing strategy for each eligible target category at various stages of the pandemic (Au et al., 2004; GlobalRescue & WTTC, 2019). When countries implement regulations to restrict or even prohibit tourism service businesses in order to combat the epidemic, the supply of tourism may be immediately impacted. Without money, tourism enterprises must take rapid action, such as reducing staff and marketing budgets (Pine & McKercher, 2004; Global Rescue & WTTC, 2019). Due to labour shortages, flawed supply systems, disrupted distribution systems, etc., this has long-term effects on businesses and the tourism industry after the pandemic. The tourism industry's investment is also at danger. The tourism industry's long-term growth has been impacted by a significant fall (Chen et al. 2007).

The severity, scope, and duration of the epidemic all play a role in how much of an impact it has on the tourism sector. When there are widespread outbreaks, it takes years for the tourism business to get back to normal. Most recently, the 2003 SARS outbreak cost the most afflicted nations' tourism industries two years to recover (Global Rescue & WTTC, 2019). SARS 2003 had a significantly smaller reach and impact than the Covid-19 pandemic. The 2003 SARS outbreak was localised, primarily in Hong Kong, China, Taiwan, and Vietnam, and it lasted for a set time of three months (Pine & McKercher, 2004). In the meantime, the Covid-19 epidemic has expanded globally with a brand-new virus for which there is now no vaccination. There may not be a vaccination for this illness until early 2021, according to the US Centers for Disease Control (CDC, 2020). The Covid-19 virus is also regarded as being more deadly due to its capacity for rapid disease dissemination. Tourist demands are restricted by the Covid-19 epidemic's traits, which also make people wary of visitors and sometimes even refuse to welcome them. A part of the economy centred in communities is tourism. Both the supply and demand for tourism will be greatly impacted by COVID-19, especially if it persists.

In reality, tourism was one of the industries with the fastest growth before the Covid-19 pandemic because it promoted natural tourism resources and offered services at affordable prices. The generation of jobs and GDP growth have both been considerably aided by the tourist sector. However, the Covid 19 pandemic has had a significant impact on the tourism sector; records show that in March 2020, there were anticipated to be 449.9 thousand foreign arrivals in Vietnam, a fall of 63.8% compared to the previous month, when arrivals by air, road, and sea all declined by 62.3%, 65.9%, and 83.6%, respectively. International visitors to our country decreased by 68.1% in March when compared to the same month last year, with arrivals by air falling by 65.7%, by road by 77.9%, and by sea by 55.2%. Visitors from Asia fell by 77.2%, from Europe by 27.5%, from Australia by 49.9%, from the Americas by 67.9%, and from Africa by 37.8%.

An estimated 3,686.8 thousand foreign travellers arrived in Vietnam in the first quarter of 2020, an 18.1% decrease from the same period in 2019. In which: Passengers arriving by air reached 2,991.6 thousand arrivals, accounting for 81.1% of international arrivals to Vietnam, down 14.9%; by road reached 551.1 thousand turns of people, accounting for 15% and falling by 39.4%; and by sea reached 144.1 thousand arrivals, accounting for 3.9% and rising by 92.1%. The closure of lodging facilities has left workers in the tourist sector without jobs. Compared to the same period in 2019, just 20–30% of lodging facilities are operating at full capacity at this time. Each hotel stated its own closure date, which was at least the end of April 30. Due to the lack of employment in the tourist sector, businesses, hotels, and restaurants have had to drastically reduce their payrolls by 60%.

Even half of the workforce is lost by international corporations. More than 80% of workers will be unemployed at least through June 2020. Unemployment is more likely to endure longer if the situation is more challenging. The first quarter's expected revenue from the tourist sector was VND 7.8 trillion, or 0.6% of the total, down 27.8% from the same time in 2018 (but up 13.2% from the same period in 2019). The reason is that many tourist destinations must cease operations, and many domestic and foreign travellers have postponed trips because of the outbreak. In comparison to the same period last year, tourism revenue

decreased in some areas, including Thanh Hoa (down 49.9%), Ba Ria-Vung Tau (down 48.3%), Quang Ninh (down 47.1%), Khanh Hoa (down 43.9%), Ho Chi Minh City (down 39.9%), Binh Dinh (down 24.4%), Da Nang (down 19.5%), Hanoi (down 18.7%), and Hai Phong (down 14.9%).

To deal with the pandemic and plan for the safe and responsible welcome of guests in this scenario, the tourism sector needs answers. Fix the issue of assisting companies and thousands of tourism employees throughout the epidemic's impact period. Vietnam has to inform people on general cleaning procedures for lodging facilities, choices for isolation and anti-contagious treatment, steps to disinfect cars and lodging, and harsh penalties for visitors who make false claims. Lying about the source of the epidemic, means of ensuring the health of visitors, industry employees, and members of the community... in order to promote the idea of "safe tourism in Vietnam."

## 2.2. Vietnam tourism trend after Covid 19

According to information made public by the General Statistics Office, the number of foreign visitors to Vietnam in March declined by 68% as compared to the same month the previous year, bringing the first quarter's total of visitors to 3.7 million, a reduction of more than 18%. When the whole tourist sector is almost immobilised as a result of the condition of social isolation to prevent sickness, the second quarter results are anticipated to be considerably worse. It has been impossible to predict when Vietnam's tourist sector would recover up until this point. One thing is certain, though: the tourist sector will shift. The epidemic's psychological and financial effects will lead to some new patterns in how we select, arrange, and organise our vacations, including: Security first: Fear Infections may still occur, therefore one of the key considerations for travellers choosing a place will be the safety aspect as well as details on the health status and capacity to support the health of the location. The major benefit of post-Covid Vietnam tourism is safety.

The efficiency of both prevention and treatment is demonstrated to travellers regarding Vietnam's safety. Give priority to short journeys and nearby destinations: Three issues in the contemporary tourism business have led to this trend: the airline industry's standstill; public health concerns; and visitor financial challenges. Contribute to budget savings, risk reduction, and increased preparedness for unforeseen circumstances. According to the distribution of visitors, domestic travellers make up roughly 82.5% of all visitors in 2019. As a result, the tendency to visit surrounding locations will be helpful for the revival of Vietnam's tourism. Price-sensitive: The epidemic has a devastating impact on the economy and millions of people's livelihoods. The World Monetary Organization (IMF) decreased its GDP growth prediction for Vietnam this year from 7% in January 2020 to 2.7% in mid-April. More than 22 million Vietnamese employees are employed in industries where it will be difficult to sustain a workforce both during and after the epidemic, according to a warning from the International Labor Organization (ILO). This is also the general position of the globe, as the IMF predicts a -3% rate of global economic growth for 2020 and the ILO projects the loss of 195 million full-time employment in the second quarter of that year.

Global citizens will likely to tighten their purse strings and spend more carefully as a result of this gloomy outlook. According to Outbox, "this will have an impact on the tourism sector and how individuals prioritise spending on travel-related activities." Outbox also noted that travellers will frequently select locations that provide goods and services. Package at a discounted price to secure cost savings while also easing the effects of the post-pandemic mindset.

## 2.3. Coping with the Covid 19 epidemic

The lessons learned from earlier epidemic crises highlight the significance of nations' and companies' reaction plans for the restoration of the tourist sector (Global Rescue & WTTC, 2019; Au et al., 2004; Gu & Wall, 2006; Cooper, 2005). In reaction to the epidemic's danger to the travel and tourism sector, several nations have taken moves that are quite similar, ranging from halting the disease's spread to gradually reviving the sector and regaining the trust of travellers. travel internationally (Global Rescue & WTTC, 2019). However, several other strategies were also used, such as projecting an image of the nation managing the disease both during and after the outbreak to inspire tourists, as Japan did in 2003 during the SARS pandemic (Cooper, 2005). Due to the inclusive character of the tourist sector, national-level response measures are also required.

Businesses have already begun taking quick action in reaction to the epidemic's catastrophic effects. Longer term, though, it's not entirely apparent what the answers are. Cost-cutting measures are the main emphasis of immediate remedies. More than 50% of organisations already use solutions including ceasing to provide some services, putting fair human resource rules in place, reducing overall business expenditures, and reorganising enterprise debt.

The trend of businesses will progressively change to altering business policies in the upcoming 3, 6, and 12 months, such as revising company strategies, rearranging the market, restructuring the supply system, and loans. coming 12 months.

### 3. Solutions for sustainable development of Vietnam's tourism in the post-Covid-19 period

Building tourist industry capacity for sustainable development would enable them to more effectively address present and potential challenges. This capacity building entails enhancing business capabilities in a variety of areas, including: increasing public awareness of sustainable tourism; creating and differentiating sustainable tourism products; marketing; running sustainable tourism enterprises; managing sustainable tourism enterprises,...

For travel enterprises to advance their understanding of sustainable development, how to create unique goods, responsible tourism for the local community, and environmental preservation, a variety of activities must be implemented. environment, putting the sustainable tourism development criteria into practise..., making sure that the goals of sustainable tourism development are met, such as: Economic efficiency, Local development, Satisfying tourist Demands, Preserving Cultural Values, Nature Protection, Environmental Protection, Efficient Resource Use, Social Security, and Social Balance.

Restructuring the tourist sector, emphasising the creation of stimulus packages, positioning the target market to produce appropriate goods, and strong collaboration between the sector and other parties. offering allied services including aviation, manufacturing, tourism, etc. People tend to become more mindful of "green lifestyles" during a pandemic, conserving the local environment and the natural world while also helping to create a sustainable local community.

In a Booking.com study, 73% of Vietnamese respondents stated they wanted their travel choices to assist the region's recovery initiatives to rebuild communities, paving the path for the growth of the tourist sector. more progressive, with 72% of respondents wanting to know how their money is utilised to support the neighbourhood. Many forms of eco-tourism, community-based tourism, and agriculture are becoming more popular as a result of people's growing awareness of the need for responsible tourism and the shift toward sustainable tourism. This opens up new opportunities for many localities to capitalise on by utilising the advantages of the local environment, climate, and culture.

The tourist sector must immediately undergo digital transformation and smart management as one of the service sectors that is easily impacted by external variables in order to progressively integrate and flourish while overcoming challenging crises. in front of you on a towel.

Develop an electronic database system that links the federal and local governments, speed up the digital transformation of tourist information and management, and information on destinations and local tourism goods. and can help companies take advantage of and promote tourism-related commercial operations.

To increase the use of information technology for marketing, public relations, and informational purposes related to travel; to encourage collaboration with technology companies and online travel agencies in the promotion of travel; to host seminars and other communication events aimed at fostering digital transformation in the travel industry.

## Conclusion

The trend toward sustainable tourism is unavoidable and will have a significant impact on many nations, including Vietnam. Another industry that is regarded as being particularly susceptible to the pandemic is tourism. The Covid-19 epidemic is still ongoing and unexpected on a global scale. In such situation, the tourist sector in Vietnam has to work together to take action with the unanimity of firms, communities, and management organisations, reflect on past setbacks, identify possibilities in difficulties, and put those chances into practise. strategies for sustainable development in the coming era.

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