DIGITAL TRANSFORMATION IN TOURISM ACTIVITIES AND SOLUTIONS IN TOURISM HUMAN RESOURCES TRAINING

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1. Introduction

The tourism industry is gradually making efforts to transform from the traditional tourism business to the application of digital technology, which can be understood as the transformation from the traditional business and marketing model to focusing on customers according to the data-driven numerical value series. Digital transformation is considered as a solution, as well as an inevitable direction to help tourism accelerate breakthroughs and develop sustainably.

In tourism activities, digital transformation will bring economic benefits such as saving time, human resources, procedures, improving productivity, product quality, etc. However, there are many difficulties in applying digital transformation in tourism activities such as infrastructure, digital data warehouse and especially digital tourism human resources. Therefore, in the training of tourism human resources, it is necessary to have breakthrough solutions, the trained human resources must meet the requirements in the digital era.

2. Digital transformation in tourism activities

2.1. The impact of digital transformation on tourism

- Expanding the tourism market in space and time

- Reduce advertising and marketing costs

- Digitized tourism database: Digitize tourism databases (tourist resources, tourism services) to meet information search and service accessment.

- Virtual reality tourism: Digitizing and reconstructing events, historical and cultural sites, natural heritages => Visitors explore in virtual reality => Create tourism demand.

- Online business and online payment: E-commerce helps tourism businesses to deploy and sell travel services to all people in need around the world with the least cost and time, the most savings and the highest revenue.

- Reduce laborers, time, costs, reduce costs of tourism services: Apply technology, use artificial products, eliminate intermediate stages of labor resources, shorten working time, reduce costs => product costs will decrease.

- Linking tours and tourist routes: The Internet which connects all things has helped businesses link supply chains, including overall travel services, to increase tourism business efficiency.

- Developing destination brand: The digital transformation will bring destination information and images to visitors anytime and anywhere, to make crowd effect, from which it stimulates and creates the need to explore.

- Linking tourism businesses: Digital transformation helps link regions, links between tourism businesses, share guests, services, profits to create specialization and reduce prices for tourism services.

- Developing of new tourism products: Digital transformation creates more and more new, rich and attractive tourism products, especially virtual technology that recreates historical events and ancient cultural spaces.

- Improving service quality: Outstanding technological advantages in digital transformation allow visitors to experience with all their senses and from many different directions, especially quick feedback on product satisfaction. Since then, the quality of tourism products has always been concerned.

2.2. Digital tourism development trend

- For tourists: Increase the group of individual tourists; diversify needs, take the initiative in selecting and proposing destinations and services; increase visitor demand (easy, cheap, fast); change in customer spending structure.

- For tourism businesses: Changing new business models (business methods) from direct to online; Expanding the customer market, types of customers, simple approach, multi-object approach, selective; Changing the structure of tourism labor; Developing new and unique tourism products and forms.

- For the community: Build closer relationships and cohesion, understand each other better, have less conflicts and interact directly with each other.

2.3. Current status of digital transformation application in tourism activities

- Applying digital transformation in the traveler experience

+ Mobile applications: Applications on smart mobile phones allow customers to exploit information, perform transactions, plan the entire trip and integrate many other utilities.

+ Artificial Intelligence and Chatbots: Tools that allow people to interact and communicate, through a pre-programmed artificial intelligence in the form of sounds and words. In particular, it has the ability to work continuously and is ready to answer many types of requests in many different languages such as reservations, weather reports, etc.

+ Connecting IoT: Devices connected to IoT make serving visitors more efficient. IoT data identifies travel needs, habits and a number of other characteristics so that potential customers can be conveyed to the information they are interested in, saving time in searching and performing activities when buying products.

+ Rating and Review: Tourists can share opinions quickly through social networks such as Facebook, zalo or travel websites to help tourism service providers better understand their tourists' wishes and pay more attention to quality to create satisfaction.

- Applying digital transformation in business activities

The application of digital transformation in businesses is through the use of software in managing and selling their products and services. The application of digital transformation into the business system brings many benefits to tourism businesses such as cutting operating costs, increasing system-wide linkage, stabilizing and controlling service quality, increasing the number of acessed tourists…

In addition, businesses applying the right digital transformation solutions can enhance their competitiveness through quick interaction with customers, personalized customer care, better customer service, etc. Thereby, significantly improving the operational efficiency and competitiveness of enterprises.

3. Orientation and solutions in training human resources to meet digital transformation

3.1. Digital tourism human resources

Thus, digital transformation in tourism activities includes the development of some basic digital forms such as: The connecting information system from the central to the locals in service of state management; national database system on tourism; e-commerce systems connecting service providers and tourists; system of communication channels to promote tourism on digital platforms, etc. This data is designed and built on the basis of integrating data from many different sources, serving four audiences: tourists, local people, tourism businesses and tourism management agencies. On the basis of this common form, the data will be shared on existing e-commerce types for businesses and visitors to exploit and experience.

The explosion of the digital era has posed many challenges and new requirements for human resources in the tourism industry. Accordingly, the laborers not only need to be sensitive to product trends, destinations, and tourist psychology, but they must also be equipped with knowledge and technology skills applied in tourism. Therefore, the key for tourism human resources to defeat employers in addition to professional knowledge is also technology skills to serve actual work at enterprises.

Therefore, it is necessary to grasp tourism trends to have adaptive solutions, including training tourism human resources. Trained tourism human resources must be able to access digital resources in their professional activities.

3.2. Solutions to improve the quality of digital tourism human resources in training institutions

The characteristics of the tourism industry in the training process need to combine theory with practice in order that the students have a connection with reality. Here are some solutions in training digital human resources:

- Innovating training contents and programs towards the practical approach to business activities of enterprises. Additional modules related to digital transformation such as: Tourism Informatics, E-commerce... Students need to be provided with

sufficient professional knowledge, practical skills, communication culture, foreign language information technology.

- It is necessary to integrate applied and digital informatics in the modules of the training program to equip students with fundamental knowledge about digital transformation. In particular, putting practical content into related modules such as e-commerce issues into the modules of Receptionist Works, Tourism Marketing, Travel Management, Hotel Management... Building programs simulation of e-commerce so that students can practice directly booking tours, booking rooms, etc.

- Fostering teaching staff to improve their knowledge, skills and understanding of technology and digital transformation such as organizing short-term classes, seminars, and exchanges on e-commerce so that lecturers can deepen their understanding of the field. Organize focused and in-depth training for lecturers in various fields so that they can access applications and software and know how to operate them appropriately.

- Communication, change the mindset of lecturers and students towards digital transformation. From there, it helps lecturers and students to be proactive as well as motivated to improve their skills in using digital technology in tourism activities.

- Connect with businesses, especially high-quality ones, to create opportunities for lecturers and students to experience, practise, especially access to simulation software of the business to teachers teaching on real software.

4. Conclusion

Digital transformation of the tourism sector has created a revolution in labor productivity, organizational culture and business activities of tourism services. Therefore, it is required that tourism human resources must be able to adapt to the digital transformation environment.

In order to make changes in line with the development trend of digital transformation, to support the training of digital tourism human resources, in tourism training activities, it is necessary to have appropriate solutions such as changing the training program in line with the reality of tourism, integrate digital transformation content in subjects, foster teaching staff, link with businesses and propagate changing thinking about digital transformation.