
Some Effects of the Covid-19 Epidemic on Thai Nguyen Tourism Industry

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Abstract

The Covid-19 pandemic had a significant impact on economic sectors, in which the tourism industry was the hardest hit. Thai Nguyen is a province in the northern mountainous region with great potential for tourism development, but it had also suffered significant impacts recently. The authors used secondary data to analyze some of the effects of the Covid-19 epidemic on the tourism industry in Thai Nguyen.

Keywords: The Impact of the Covid-19 Epidemic, Tourism Industry, Thai Nguyen tourism

1. Introduction

1.1 Researches in Vietnam

Although around the world, studies on the impact of the COVID-19 epidemic on the economy in general and tourism in particular have been carried out by many scholars. However, in Vietnam, these studies are few and varied. Publications in Vietnam mainly update information in the direction of statistical news, but do not go into detailed analysis of the effects of the epidemic on components of the tourism industry as well as its impact on each location. Taking the lead in research on the impact of the COVID-19 pandemic on Vietnam's tourism industry with the study "Impact of the Covid-19 pandemic on Vietnam's tourism industry and solutions to respond" by Pham Truong Hoang and colleagues of the National Economics University in the journal of Economics and Development No. 274. The study conducted a survey of 95 tourism businesses about the challenges that businesses are facing, the phased response solutions, and scenarios for each case of disease evolution. This was a rare study using primary survey data.

In addition, some remaining studies mainly used secondary statistics from the General Statistics Office or the Ministry of Culture, Sports and Tourism to assess the impact of the COVID-19 pandemic on Vietnam's tourism. Pham Minh Huong and Bui Thi Thanh Huong (2020) in the study "The impact of the COVID-19 pandemic on Vietnam's tourism in early 2020 and the future of the tourism industry" and Le Kim Anh (2020) in "The influence of COVID-19 pandemic on Vietnam's tourism industry" analyzed the impact of the epidemic on the number of international

visitors to Vietnam, tourism revenue and the impacts of the pandemic on tourism workers. Besides, Pham Minh Huong and Bui Thi Thanh Huong also pointed out that the bright spots of the industry still existed in tourism still facing many difficulties. Some appropriate solutions were also suggested by the two authors such as promoting digital technology, controlling epidemics, focusing on exploiting domestic tourism, and the assistance of state agencies with businesses to reduce the shortage of tourism. The negative impact of the epidemic on Vietnam's tourism industry.

Do Thi Thu Hang and Le Thi Hiep (2020) in the article "Vietnam's tourism industry during the COVID-19 epidemic season and problems" similarly relied on secondary data to analyze the impact of the epidemic on Vietnam tourism. Among the five solutions proposed, there were two solutions similar to the research of Pham Minh Huong and Bui Thi Thanh Huong, which are the state's support policies for businesses such as tax exemption and reduction, etc. and ensuring safety against epidemics. In addition, Do Thi Thu Hang and Le Thi Hiep had introduced a number of other solutions such as focusing on domestic tourism, strengthening linkages between tourism service providers, and enhancing advertising to attract international visitors from countries not affected by the epidemic.

1.2 Researches in other countries

Around the world, studies on the impact of the epidemic in general and COVID-19 in particular on tourism have been also carried out by many scholars.

Malcolm Cooper (2005) in "Japan Tourism and the 2003 SARS Pandemic" used secondary data to analyze the impacts of the pandemic on the Japanese tourism industry. The study analyzed in detail data on domestic (inbound) and outbound arrivals for each month of 2003 to show the major impacts of SARS on tourism to Japan. The author also showed the different responses and lessons learned in the response to the pandemic in Asia, WHO and Japan.

The results of a study of seven commercial hotel companies in Taiwan by Ming-Hsiang Chen et al (2007) showed the negative effects of the SARS (Severe Acute Respiratory Syndrome) pandemic. important) on the hotel stock market in Taiwan.

Above were some studies on the impacts of the SARS pandemic on tourism in some territories around the world. However, COVID-19 had an even greater impact on all aspects of people's lives around the world, in which tourism was one of the hardest-hit industries. Since the outbreak of the pandemic from the beginning of 2020 until now, there had been relatively many studies on the effects of the epidemic on tourism: Patrick Brouder (2020), Anna Carr (2020), Chia-Lin Chang (2020), Joseph M. Cheer (2020),...

Stefan Gössling et al (2020) in "Pandemics, Tourism and World Change: A Quick Assessment of COVID-19" had analyzed the relatively diverse negative impacts of COVID-19 on the world. tourism sectors such as aviation, accommodation, MICE events (Meeting, Incentive, Conference, Exhibition/Event-Officials) and sports, restaurants, cruises.

Richard T. R. Qiu et al (2020) described the perceptions of people in Hong Kong, Guangzhou and Wuhan (China) about the threats posed by the COVID-19 epidemic to tourism activities. their spending on reducing public health risks.

1.3 Overview of Coronavirus disease

According to the World Health Organization (WHO), Coronavirus disease (COVID-19) was an infectious disease caused by a newly discovered coronavirus.

Most people infected with the COVID-19 virus would develop mild to moderate respiratory illness and recover without special treatment.

Countries around the world recommend that people take care of them. Community care strategies had included washing hands, wearing masks, social distancing and avoiding large gatherings and assemblies. They used Lockdown and stay-at-home strategies in case action was needed to flatten the curve and control the transmission of the disease (Sintema, 2020).

2. Method

- Based on reports and analysis of other experts, the author made comments, assessments and forecasts about the impact of the COVID-19 pandemic on tourism activities in Thai Nguyen province.

- Based on the collected secondary data, the author synthesized, analyzed, evaluated, made judgments and forecasts about the impact of the COVID-19 pandemic on the future. tourism activities in Thai Nguyen province.

3. Results

The author used secondary data for an overview analysis of some of the impacts of the covid-19 epidemic on Thai Nguyen through Table 1 below.

Table 1: Some statistic on tourism industry from 2017 - 2022

TT	CONTENT	2017	2018	2019	2020	2021	2022	
1	Total number of accommodation establishments	433	435	435	450	460		
	- 4 star hotel	1	1	1	0	0		
	-3 star hotel	5	4	6	7	7		
	- Minimum standard hotel, 1-2 star hotel	40	44	42	44	49		
	- Guest house	386	386	386	399	404		
2	Total number of rooms	5.900	6.075	6.075	6.430	6.677		
	- 4 star hotel	143	143	143	0	0		
	-3 star hotel	274	191	191	349	435		
	- Minimum standard hotel, 1-2 star hotel	1.353	2.157	2.157	1.718	1.732		
	- Guest house	4.130	3.584	3.584	4.363	4.510		
3	Number of tourists	2.229.700	2.506.481	2.900.000	1.160.000	786.085	2.160.200	
	In which:	International tourists *	69.195	70.297	75.300	23.000	16.000	16.000
		Domestic tourists	1.993.114	2.436.184	2.824.700	1.137.000	770.085	2.144.200
4	Guests served by accommodation facilities	947.625	1.023.435	1.000.000	558.000	438.280	764.742	
5	Visitors at tourist attractions in the province	1.172.075	1.347.986	1.750.000	572.000	346.305	1.306.597	
6	Guests served by tour operators	110.000	135.060	150.000	30.000	1.500	88.861	
7	Number of travel agencies	22	24	20	20	15		
8	Revenue from tourism businesses (billion VND)	310	405	430	150	145		
9	Total number of employees in tourism enterprises	3.322	3.400	3.500	3.300	2.787		
10	Number of recognized local attractions	4	4	4	4	5		

(Source: Thai Nguyen Department of Culture, Sports and Tourism, 2022)

3.1 The number of tourist decreased

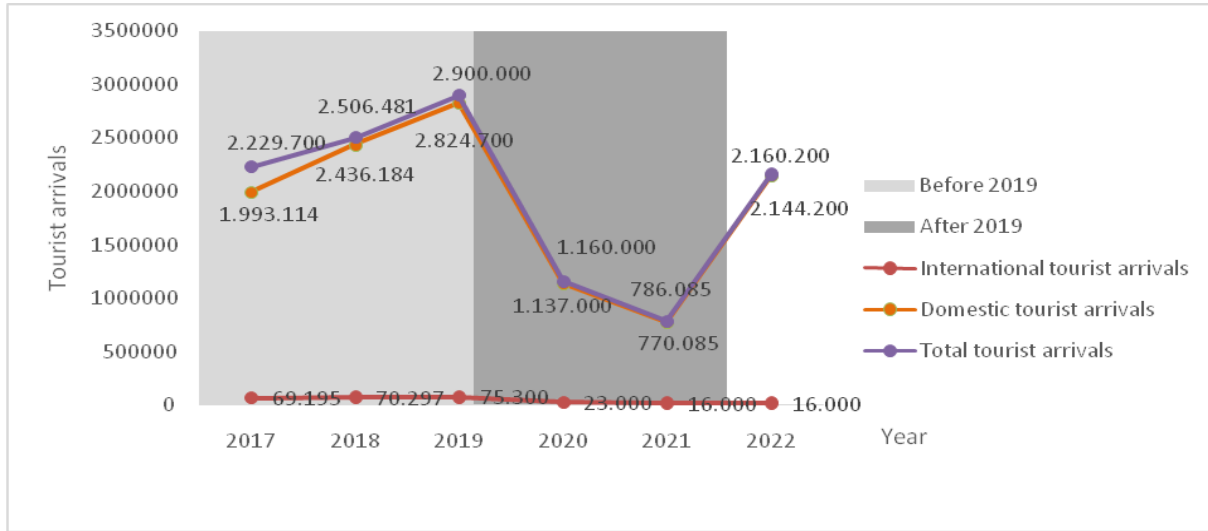


Figure 1. Number of tourists in Thai Nguyen province from 2017-2022
(Source: Thai Nguyen Department of Culture, Sports and Tourism, 2022)

Total tourist arrivals during this period increased from 2,229,700 in 2017 to 2,900,000 in 2019, then dropped sharply in 2020 and 2021 before rising again in 2022 because of COVID19

The number of international arrivals increased slightly from 69,195 arrivals in 2017 to 75,300 arrivals in 2019, then decreased sharply in 2020 and 2021, and remained at 16,000 arrivals in 2022.

The number of domestic visitors increased from 1,993,114 arrivals in 2017 to 2,824,700 arrivals in 2019, then decreased in 2020 and 2021 before increasing again in 2022.

3.2. Changes in tourism trends

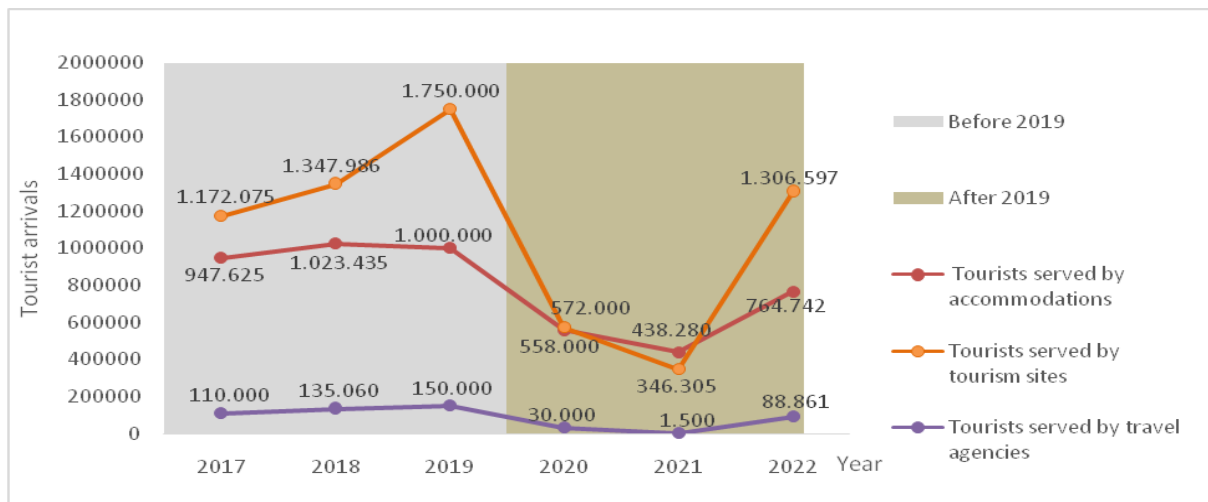


Figure 2. Number of tourists by type of service provider from 2017-2022
(Source: Thai Nguyen Department of Culture, Sports and Tourism, 2022)

From Figure 2 above, we could see the trend of changing the number of visitors by year and by type of customer. Some comments might be:

The number of visitors served by accommodation facilities decreased from 2017 to 2020, then increased again in 2021 and 2022.

The number of visitors at tourist attractions in the province increased from 2017 to 2019, then decreased significantly in 2020 and 2021, but increased sharply again in 2022.

The number of visitors served by travel agencies increased from 2017 to 2019, then dropped sharply to 30,000 guests in 2020 and 1,500 guests in 2021. However, by 2022, the number of guests served by travel agencies has increased, reaching 88,861 turns.

3.3. Tourism revenue declines

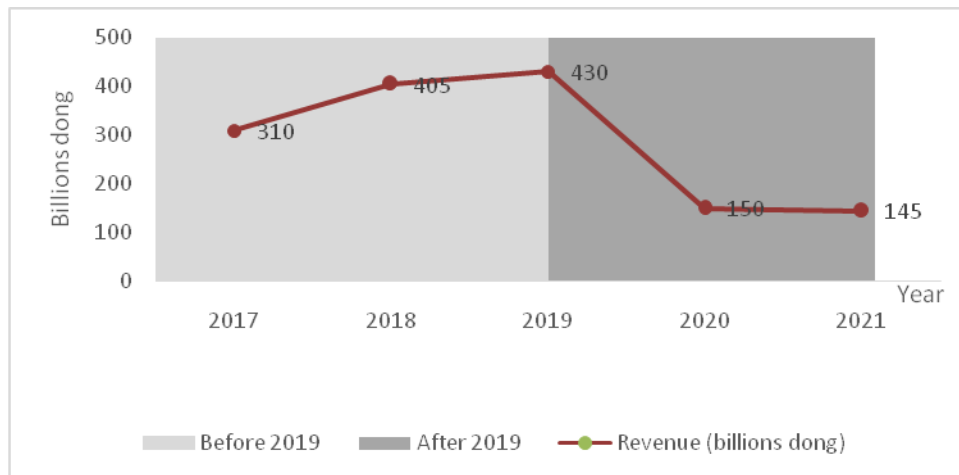


Figure 3. Revenue from tourism activities in Thai Nguyen province in the period of 2017-2022

(Source: Thai Nguyen Department of Culture, Sports and Tourism, 2022)

Based on Figure 3, we could analyze some trends and fluctuations in revenue from tourism businesses from 2017 to 2022.

Revenue growth: From 2017 to 2019, revenue from tourism businesses had intention of increasing from VND 310 billion in 2017 to VND 430 billion in 2019. This could show that the tourism industry was developing and attract more tourists. However, from 2019 to 2021, revenue dropped sharply from VND 430 billion to VND 145 billion. This could indicate a significant decline in tourism activity, possibly related to factors such as the COVID-19 pandemic or other economic issues.

Fluctuations in revenue: Between 2020 and 2022, revenue fluctuated significantly. In 2020, revenue dropped to only VND 150 billion, then further reduced to VND 145 billion in 2021. This could indicate a negative impact of the COVID-19 pandemic on the tourism industry, with a decrease revenue due to passenger restrictions and travel restrictions.

3.4. Decrease in the number of employees

Due to complicated developments, the impact of the Covid-19 epidemic had not only a direct impact on the number of tourists but also had impacted accommodation facilities.

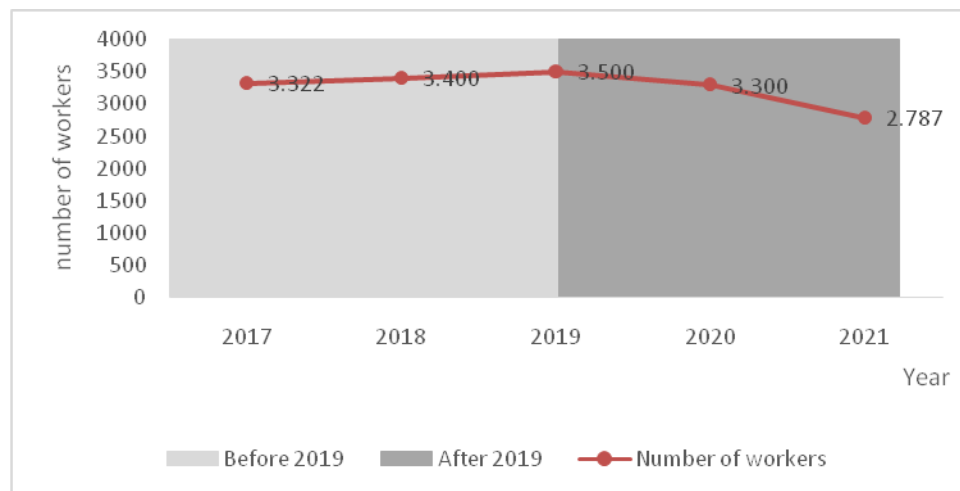


Figure 4. The number of employees in Thai Nguyen province in the period of 2017-2021

(Source: Thai Nguyen Department of Culture, Sports and Tourism, 2022)

In 2020: The total number of employees in tourism enterprises was 3,300 people.

In 2021: The total number of employees in tourism businesses decreased to 2,787 people.

There were several possible explanations for the impact of the COVID-19 pandemic: 2020 was the year the COVID-19 pandemic broke out and spread globally. The tourism industry was one of the hardest hit industries. Travel businesses faced travel restrictions, cancellations of trips and a decline in travel demand. This might have caused a decline in the number of workers in the industry.

4. Discussion

From some of the influences analyzed above, the authors would like to propose some solutions;

+ Regarding labor: Strengthen the training of tourism human resources and high-quality tourism human resources for the tourism industry. Also, create jobs for workers in tourism industry.

+ Tourists: implementing measures to attract tourists. It is necessary to step up communication, promotion and effective implementation of the Program "Stimulating Vietnam's tourism". It is necessary to control the epidemic situation in the country and the issue of entry to ensure that Vietnam is a bright spot in the world in terms of disease prevention and safety. Thereby creating peace of mind for visitors and encouraging the growth of domestic tourism as well as international tourism

+ Tourism products: To recognize a number of provincial and community-level tourist attractions associated with tea culture and source tourism, to build and form cultural, historical and spiritual tourist attractions; attracting investment in developing resort-entertainment tourism products; researching, forming and exploiting adventure travel and sports tourism products; forming and developing community, agricultural and rural tourism products.

+ Tourism infrastructure facilities: Attract investment to complete tourism infrastructure and services in key tourist areas;

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