"Smart Tourism in connection with Thailand-Vietnam Tourist Service" Seminar

On September 22nd, a seminar entitled "Smart Tourism in connection with Thailand-Vietnam Tourist Service" was held at DTU. The objective was to develop a "smart" tourism strategy for Danang. Attendees included Mr. Kriengkrai Bhuvanij, IBM Executive of Governmental Programs in Thailand, Mr. Ha Than, Director of the Lac Viet Company, representatives of the Danang Center for Tourism Promotion, tourism agencies in Danang, the DTU Board of Provosts, and lecturers and students of the DTU Faculty of Hospitality and Tourism.

Distinguished Teacher Le Cong Co, DTU President and Provost, addresses the seminar

Key items discussed at the seminar included the IBM Smart Tourism model, its applications and operation, the current tourism situation in Danang and vital requirements. The implications of using the IBM system to connect with small Danang tourist agencies and the possibility of connecting with governmental and non-governmental agencies and tourism associations in Thailand were also considered.

Participants

The "Smart City" project has been implemented in several countries to solve problems relating to natural resource management, urban transportation, health, education and social issues. The "Smart Tourism" management system will bring many practical advantages. Using electronic devices, such as cell phones, computers and tablets set up with smart application software, tourists will be able to access information about flight schedules, taxis, tourism sights and so on.

Distinguished Teacher Le Cong Co, DTU President and Provost, said: *"During globalization, applying and promoting IT in the tourist industry is now indispensable, and IT and Tourism are already considered to be the two key programs at DTU. In future seminars, we look forward to working together to investigate the best ways to grow Danang into green, clean, beautiful and smart city."*

"Smart Tourism" is an international IBM software application developed to assist tourists to ASEAN countries. It was developed by IBM in coordination with Thailand Informatics Association, the Ho Chi Minh City Informatics Association, the Wisdom Vatt Company in Thailand, the Lac Viet Company and DTU. The project will promote local tourism by connecting tourism services with each other in Vietnam and in other ASEAN locations. The project was initiated in Thailand by the Wisdom Vatt Company and is being developed in Vietnam based on a framework built by the Lac Viet Company.

(Media Center)