VIETNAM TOURISM AND THE 4TH INDUSTRIAL REVOLUTION

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**SWOT ANALYSIS**

**STRENGTHS**
- Young Population
- Internet & Smartphone Users
- Gvt. Orientation on 4th Industrial Revolution

**WEAKNESSES**
- Limited Investment in Tourism and Technology
- Wait-and-See Attitudes of Decision-Makers
- Unclear Policies and Actions

**OPPORTUNITIES**
- Technology-Oriented Foreign Investors and Vietnamese Overseas
- Large-Scale Start-up Movement

**THREATS**
- Internet Security
- Low Technology Import
MODEL OF STAKEHOLDERS AND ROLES

- Search digitalized info.
- Experience digitalized products
- Give digitalized feedback

- Provide digitalized info. & products
- Offer digitalized products
- Gather and deal with digitalized feedback

**Visitors**

**Destinations**

**Smart Database**

- Digitalized Administration
- Digitalized Spendings & Activities
- Digitalized Services

**Administrators**

- Create smart digitalized platform for all
- Provide strategic directions
- Coordinate and support all stakeholders

**Business**

- Provide digitalized info & services
- Gather and deal with digitalized feedback

**IoT**

**Cloud Computing**

**AI**
1. The Instruction of the Prime Minister on improving the capacity for the 4th industrial revolution:
   • ICT infrastructure.
   • Competitive business environment.
   • Digitalization strategy.
   • Start-up eco-system.

2. Building the Model of Sharing Economy.
1. Benefits for Smart & Adaptable Entities

2. Lessons Learned and Recommendations:
   - 4th Industrial Revolution brings opportunities for developing countries to catch up with advanced ones.
   - Obstacles from both public and private entities which are too established for change.
   - Fast & strategic thinking from the top is needed as opportunities cannot wait.
   - Pressure from the private sector is increasingly hot.