Development of a Tourism Promotion Website for Dien Bien Province

Lê Quang Bách
Thai Nguyen University of Information and Communication Technology
Thai Nguyen University, Thai Nguyen, Vietnam
student659@ictu.edu.vn

***Abstract*—This undergraduate thesis designs a tourism promotion website for Dien Bien Province. The report reviews WordPress, PHP, MySQL, and website design before analyzing visitor and administrator requirements. Its use cases describe tourist information, destination and tour browsing, tour booking, searching, and administrative management of tour types and content. The implementation chapter illustrates pages for Dien Bien information, destinations, cuisine, tours, tour details, booking details, hotels, videos, product categories, and cart management. The author also reports the development of online payment and form protection in the conclusion. The available evidence consists primarily of requirements, diagrams, interface screenshots, and the author's summary; it does not provide independent transaction records, security test results, performance measurements, or a visitor study. This English summary therefore reports the documented website features and separates them from claims about operational effectiveness. Future work identified by the student includes interface refinement, visitor engagement, promotion management, and stronger server and database protection.**

***Index Terms*—tourism promotion, Dien Bien, WordPress, tour booking, PHP, MySQL**

I. Introduction

The thesis is situated in the context of promoting tourism in Dien Bien Province during the 2024 national tourism year. It proposes a website that can present destinations, tours, cuisine, accommodation, and related services while supporting online booking. The report first surveys web technologies and existing information needs, then describes visitor and administrator functions. Its purpose is to make tourism information and selected booking workflows available through one interface. This summary follows the source manuscript's requirements, design diagrams, interface figures, and conclusion. It treats the documented screens as evidence of an academic website prototype rather than proof of actual visitor use or economic impact [1]. Earlier ICTU student work on related designs is included here for context [2], [3], [4], [5], [6], [7], [8]. Published technical books provide background for the methods discussed in this summary [9], [10], [11]. These contextual works were selected for this English summary; they are not asserted to appear in the original thesis bibliography.

Supervisor: Phùng Thế Huân, Thai Nguyen University of Information and Communication Technology (pthuan@ictu.edu.vn).

II. Methods

The student reviews WordPress as the website platform, PHP as the web language, and MySQL as the associated database technology. The report uses use-case descriptions and diagrams for viewing tours, placing a booking, searching, managing tours, and managing tour categories. It specifies visitor actions and administrative content-management flows, including tour detail, price, availability, and booking information. Photoshop is mentioned as a tool for interface preparation. The implementation chapter presents site screens and management views. The source does not describe a controlled usability experiment, a load test, a payment audit, or a formal security validation method, so this summary does not infer those results [1].

III. Results

The manuscript illustrates pages for a Dien Bien introduction, highlighted destinations, cuisine, tours, tour details, booking details, hotels, videos, product categories, products, and cart management. Use-case specifications describe how a visitor selects a tour and submits booking information, and how an administrator edits tours and their categories. The conclusion states that the website supports online booking, tour and destination maintenance, news updates, payment, and input-form protection. The figures support the existence of the displayed interfaces and workflows. They do not establish that payment was completed in production, that submitted data were secure under attack, or that the site attracted actual visitors; no such measurements or independent tests are reported [1].

IV. Discussion

Combining destination information with tour, accommodation, and booking views can make the website more useful than a static tourism brochure. The report also connects content management with visitor-facing pages, allowing administrators to maintain tours and destinations. However, the evidence is mainly architectural description, use cases, screenshots, and an author conclusion. There is no documented benchmark for response time, independent security test, transaction log, or visitor feedback. The thesis itself proposes later improvements to interface templates, visitor voting, promotion management, and server and database protection. Those items

should be treated as future work, not completed features or measured outcomes [1].

V. Conclusion

The thesis documents the design and construction of a WordPress-based tourism promotion website for Dien Bien Province. It includes requirements and use cases for tourism information, tour booking, searching, and administrator content management, together with screenshots of the corresponding pages. The author reports completion of the principal website functions and proposes improvements to the interface, engagement features, and security. The available source supports an academic prototype with a broad feature set but does not quantify adoption, booking success, payment reliability, or protection against attacks. Further validation would require explicit test cases, operational records, and feedback from visitors and administrators [1].

References

[1] Lê Quang Bách, ”Development of a Tourism Promotion Website for Dien Bien Province,” internal undergraduate thesis (original in Vietnamese), Thai Nguyen University of Information and Communication Technology, 2024.

[2] Hoàng Thị Thúy Hằng, ”Construction of a Travel Introduction Program for Lake Ba Bè - Bac Kan,” internal undergraduate thesis, Thai Nguyen University of Information and Communication Technology, 2009.

[3] Nguyễn Văn Sáng, ”Development of an Application for Promoting Tourism in Thai Nguyen,” internal undergraduate thesis, Thai Nguyen University of Information and Communication Technology, 2022.

[4] ICTU Student 224, ”Construction of a Website for Promoting Tourism Sites in Thai Nguyen Province,” internal undergraduate thesis, Thai Nguyen University of Information and Communication Technology, 2010.

[5] ICTU Student 226, ”Website for Advising on and Booking Domestic Tours,” internal undergraduate thesis, Thai Nguyen University of Information and Communication Technology, 2010.

[6] ICTU Student 126, ”Construction of a Hotel Management Program Integrated with Online Booking Services,” internal undergraduate thesis, Thai Nguyen University of Information and Communication Technology, 2009.

[7] Nguyễn Khắc Việt, ”Construction of a Hotel Booking Website for Việt Minh Resort,” internal undergraduate thesis, Thai Nguyen University of Information and Communication Technology, 2021.

[8] Đàm Quang Hiếu, ”Development of a Booking and Service Promotion System for Bao Minh Radiant Hotel,” internal undergraduate thesis, Thai Nguyen University of Information and Communication Technology, 2021.

[9] L. Sabin-Wilson, WordPress For Dummies, 9th ed. Wiley, 2021. ISBN 9781119696971.

[10] R. Nixon, Learning PHP, MySQL & JavaScript, 6th ed. O’Reilly Media, 2021. ISBN 9781492093817.

[11] J. Duckett, HTML and CSS: Design and Build Websites. Wiley, 2011. ISBN 9781118008188.