

Development of a tourism introduction and promotion website integrated with smart features.

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Abstract: In the context of increasing travel demand, the article proposes a solution to develop a specialized website for introducing and promoting tourism, while integrating smart features such as itinerary consultation and objective reviews of tourist destinations based on big data. The objective of the research is to build a system capable of providing an impressive travel experience for users and increasing business efficiency for travel agencies through the utilization of technology. The method combines theoretical research and experimental implementation to create a diverse and flexible application solution. It is expected that the topic will make a significant contribution to the field of smart tourism, improve service quality, and expand the market for tourism product providers.

Keywords: Travel website, Smart technology, Tourism promotion, Big Data, System architecture