

# **Build a website to promote tourism in Vietnam**

**Tran Thi Huong Lan**

**Abstract:** In the context of increasingly developing socio-economic conditions, the importance of online marketing for the tourism industry is undeniable. This topic focuses on building a professional website system to promote famous tourist destinations in Vietnam. The main objective is to create an effective digital platform to attract tourists, providing accurate and appealing information. The research method combines theory with experimentation, thereby evaluating the website's effectiveness in promoting domestic tourism. This topic not only provides practical application solutions but also makes a significant contribution to the development of information technology in the tourism industry.

**Keywords:** Promotional website, Vietnam Tourism, Information Technology, Online Marketing, Digital Development