

Building a tourism promotion website for Bac Giang province with online tour booking support.

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Abstract: In the context of the strong development of information technology, building a tourism promotion website for Bac Giang province not only meets the multi-dimensional information needs of tourists but also effectively supports tourism service businesses in promoting and selling tours online. This project aims to design and implement a web system to raise awareness of local tourism potential, while improving customer experience through a user-friendly interface and flexible tour booking functions. The research methodology includes analyzing user needs, designing the website based on an optimized UX/UI model, and then deploying the application for testing and collecting user feedback. The project is expected to make a significant contribution to promoting sustainable tourism in Bac Giang through innovative technical solutions.

Keywords: Travel website, tourism promotion, online tour booking, Bac Giang, UX/UI design