

Building a website to promote and introduce the services of Hoang Mam Hotel - Thai Nguyen.

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Abstract: In the context of increasingly widespread digitalization, building a professional website to promote and introduce hotel services is an urgent need. This project aims to develop a web system based on modern principles to enhance the hotel's competitiveness. Through a combination of theoretical research and experimentation, the project will apply advanced technologies in website development and content management (CMS). The expected result is an effective website that helps increase brand recognition, expand customer reach, and optimize the visitor experience. This project not only contributes to the tourism and hospitality sector but also supports the application of digital technology in other service industries.

Keywords: Hotel website, CMS, Thai Nguyen tourism, Digital technology, Service promotion