Digital Preview: Enabling Online Tourism in Tuyên Quang

A Living Lab Approach to Community-Led Digital Tourism

The Tourism Challenge in Tuyên Quang

Tuyên Quang province possesses extraordinary tourism potential with its stunning landscapes, rich cultural heritage, and historical significance. However, the region faces a significant challenge:

⊗ The Digital Gap

Despite its attractions, Tuyên Quang lacks effective online promotion strategies to reach modern travellers in an increasingly digital marketplace.

Post-COVID Tourism Trends

Experience Online First - Book Later

Modern travellers increasingly prefer to virtually explore destinations before committing to bookings, allowing them to make more informed travel decisions.

Authentic Local Experiences

There's growing demand for genuine connections with local communities and cultures rather than generic tourist packages.

Digital Trust Building

Online previews help establish trust and excitement, particularly for lesser-known destinations like Tuyên Quang that aren't on typical tourist routes.

Project Rationale

Bridging the Digital Gap

Creating effective online promotion strategies to showcase Tuyên Quang's attractions to potential visitors worldwide.

Empowering Communities

Enabling local residents to become digital tourism ambassadors who can share their culture and generate supplemental income.

Educational Value

Providing university students with practical application of digital skills through the Living Lab model, connecting academic learning with real-world impact.

The Living Lab Approach

A Living Lab brings together multiple stakeholders (public-private-people partnerships) to co-create, test, and evaluate innovation in real-life contexts.

This project applies the Living Lab methodology to tourism development, creating a collaborative environment where university students work directly with local communities to develop digital tourism solutions that benefit all stakeholders.

Project Objectives

1 **Develop Local Online Tour Models**

Create engaging virtual experiences that allow potential tourists to preview Tuyên Quang destinations before making travel commitments.

2 **Transform Locals into Digital Guides**

Train and empower local residents to become "digital tour guides" who can authentically showcase the cultural and historical heritage of their communities.

3 **Enhance Digital Skills**

Strengthen technological capabilities for both university students and local community members through collaborative, hands-on learning experiences.

Primary Project Activities

Survey & Selection

Identify one characteristic tourist attraction in Tuyên Quang that best represents the region's unique appeal and has supportive local stakeholders.

Tour Design

Develop livestream and video-based online tours guided by local residents, creating authentic, engaging content that showcases local perspectives.

Pilot & Refinement

Test the tour with real audiences, gather feedback, and refine the content to ensure it meets visitor expectations and effectively promotes the destination.

Promotion

Establish social media presence and marketing strategies to reach potential visitors and drive engagement with the digital tour experiences.

Student Responsibilities

1

Content Creation

Developing scripts, storyboards, and narratives that effectively highlight the destination's unique features while respecting local cultural sensitivities.

2

Technical Support

Handling filming, editing, and production aspects while training local guides in basic digital skills required for participation.

3

Promotion

Creating and managing social media accounts, developing marketing strategies, and expanding the digital footprint of the tour experience.

4

Evaluation

Collecting audience feedback, analyzing performance metrics, and preparing reports on project outcomes and potential improvements.

Implementation Timeline

March – May 2025

Phase 1: Preparation & Survey

- Field surveys of potential destinations
- Connect with 3-5 potential local guides
- Select final site and community partners

Phase 3: Pilot Testing

- Conduct trial livestream events
- Gather and analyze audience feedback
- Make preliminary adjustments

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Phase 2: Tour Design

- Develop comprehensive scripts
- Train local guides in presentation skills
- Film initial video footage

Implementation Timeline (continued)

1 — **Phase 4: Finalization & Promotion**

- Edit tour content based on feedback
- Create dedicated social media channels
- Launch comprehensive promotion campaign

2 — **Phase 5: Evaluation & Expansion**

- Complete project assessment
- Develop proposal for scaling to additional sites
- Present findings to tourism stakeholders

Expected Project Outputs

1
Complete Online Tour
A polished 5-7 minute video tour that introduces a characteristic Tuyên Quang destination, ready for distribution across multiple platforms.

1
Pilot Livestream
A successful live streaming session achieving at least 150 views and generating 50+ feedback responses to inform improvements.

3
Trained Local Guides
Community members equipped with the skills to continue serving as digital ambassadors for their region, creating sustainable capacity.

1
Social Media Channel
An established online presence through Facebook/TikTok that will continue to promote the destination beyond the project timeline.

Living Lab Educational Benefits

For Students:

- Application of theoretical knowledge in real-world contexts
- Development of technical and soft skills through community engagement
- Experience in project management and stakeholder collaboration
- Portfolio-building opportunities in digital content creation

For Local Communities:

- Access to digital skills training and technology exposure
- Opportunity to share local knowledge and cultural heritage
- Potential for new income streams through digital tourism

Project Challenges & Mitigations

Lack of Technical Experience

Challenge: Students may have limited filming and editing expertise.

Solution: Divide student groups into specialized taskforces (technical vs. content) based on existing skills and interests. Provide targeted training for specific roles.

Connectivity Issues

Challenge: Unstable internet connections at remote tourist sites.

Solution: Prioritize pre-recorded, high-quality video content that can be edited and uploaded later, rather than relying exclusively on live streaming.

Additional Challenges & Solutions

Digital Literacy Gaps

Challenge: Local community members may be unfamiliar with digital tools and platforms.

Solution: Conduct focused, hands-on digital skills workshops (1-2 sessions) tailored to the specific technologies needed for the project.

Budget Constraints

Challenge: Limited financial resources for equipment and production.

Solution: Leverage personal smartphones and devices for filming; seek small sponsorships from local businesses interested in tourism promotion.

Creating Sustainable Impact

This project goes beyond creating a single digital tour—it builds capacity within the community for ongoing digital tourism development.

By transferring skills and establishing digital platforms, we create infrastructure that can continue to benefit Tuyên Quang long after the project concludes.

Case Study: Successful Digital Tourism Initiative

Similar initiatives in Vietnam's Sapa region resulted in a 35% increase in tourism bookings after implementing preview-based digital marketing strategies led by local guides.

By studying successful models elsewhere in Vietnam and adapting them to Tuyên Quang's unique context, we can build on proven approaches while addressing local needs and opportunities.

Key Stakeholder Benefits

Local Communities

- New sources of income through digital tourism
- Preservation and celebration of cultural heritage
- Development of valuable digital skills
- Greater control over tourism narratives

University Students

- Real-world application of academic knowledge
- Portfolio-building opportunities
- Community engagement experience
- Development of technical and soft skills

Tourism Authorities

- Increased visibility for Tuyên Quang destinations
- Authentic, community-led promotion content
- Sustainable tourism development model
- Improved digital marketing infrastructure