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GIS in tourism – building an interactive travel map of An Giang

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Abstract

Industry 4.0 presents several opportunities and challenges for tourism industry. Tourism market in Vietnam is dramatically changing due to the development of technology, especially the rapid growth of online tourism. An Giang province has many landscapes, rivers and canals with rich and diverse ecological and environmental forests; having a system of road and waterways for trade with Southern provinces, many border gates to Cambodia, Laos and Thailand; There are several historical and cultural relics ranked nationally; There are many famous cultural, religious and spiritual festivals. This is the potential, advantages and important conditions for developing tourism, contributing to the province's sustainable socio-economic development. In order to exploit this tourism resources, in addition to investing in infrastructure, upgrading tourism services, An Giang government needs to promote tourism information widely. One of the effective promotional ways is to build an online smart travel map. In this paper we will present the research on construction of a new online smart travel map of An Giang by using WebGIS technology and advanced technologies of artificial intelligence. By constructing this system, management agencies, businesses and tourists have been actively supported in providing information on the current state of resources, tourism environment, travel and climate journeys, geology for tourism in An Giang. This helps An Giang to make a long term planning, forecasting and investing in developing tourism according to the characteristics of each local area in the most effective way.

Keywords: An Giang, WebGIS, Smart travel map, Tourism forecast