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VIETNAM TOURISM INDUSTRY IN THE DIGITAL ERA FROM THE VIEWPOINT OF SHARING ECONOMY

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ABSTRACT

In the context of the explosion of digital era, one of the changes has created a new turning point in the world economy is the impact of information technology via mobile platforms, social networking sites and mobile payments, this impact has formed a new revolution in the connection between the supply of goods, services and consumers in the economy. In the face of an upward trend of information technology and the use of electronic systems such as the Internet and computer networks to conduct business activities, the online shopping activity is increasing. In parallel, the consumers are more and more prefer online shopping habits which has made a significantly effect on businesses in many different fields. The development of digital era created conditions for the appearance and development of sharing economy in various areas. In simply understanding, sharing economy is an economic model in which consumers can share and use assets, goods and services of others (which the owners are not currently use or are using, but with the poor capacity and efficiency), through hiring or sharing for the use of assets, goods and services. The interaction between owners and consumers are made via an intermediary platform, which are software or applications on the Internet. The essence of sharing economy model is the share for the common use of properties. Such assets may be goods, services or experiences in life. In Vietnam, the sharing economy has presented and is quite popular in many realms, including tourism industry. Specifically, Ho Chi Minh City (HCMC) is the considerable tourist center of the country with full of favorable conditions for tourism development. However, the activities of this model in the field of tourism in HCMC still have many challenges besides advantages and great development opportunities. In front of the Industrial Revolution 4.0, the formation and development of sharing economy model is inevitable. However, during the advancement process, there is unfair competition with traditional businesses. Therefore, there should be much more intensive researches in this field in order to finalize the model and get rid of unfair competition.

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INTRODUCTION

The Industrial Revolution 4.0 which is conducting in many countries and creating many changes in the economy. One of the most significant changes which creates a new landmark in the economy is the impact of Information Technology (IT) via mobile platforms, social networking sites and mobile payments. This outcome has constructed a new revolution in the connection between the suppliers, services and consumers. The advent of sharing economy combined with the influence of IT supported through mobile platforms, social networking sites and payments has facilitated as well as spread out the utilization of sharing economy in human life around the world. In simply understanding, sharing economy is an economic model in which consumers can share and use assets, goods and

services of others (which the owners are not currently use or are using, but with the poor capacity and efficiency), through hiring or sharing for the use of assets, goods and services. The interaction between owners and consumers are made via an intermediary platform, which are softwares or applications on the Internet. The essence of sharing economy model is the share for the common use of properties. Such assets may be goods, services or experiences in life. In term of the utilization of sharing economy in life, in most developed countries, sharing economy was quite familiar with the majority citizens, and it is considered as a symbol for the success of the new economy model, indeed. Many domains have applied sharing economy successfully and reached certain achievements including traveling and transportation. In the field of tourism, the arrival of sharing economy models has made an adjustment in the manner of traveling and experiences of tourists which used to conduct in an old way (traditional way). In Vietnam, the sharing economy has presented and is

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quite common in many areas, including tourism. Although many people are still using the achievements of sharing economy, their comprehension of this economic model is limited. In particular, Ho Chi Minh City (HCMC) is considered as a major tourism center of the country which fulfill with favorable conditions for tourism development, however, learning about the current economy activities status in order to have comments and recommendations consistent with the activities of this model in the field of tourism has not received much attention in the city. According this reason, this article wants to learn about sharing economy and real situation of sharing economy in the field of tourism in HCMC, then identify the opportunities and challenges of this model in the current development context in HCMC, Vietnam.

Objectives

This research aims to:

- Understanding several models of sharing economy in the context Vietnam tourism industry.
- Clarifying some main opportunities for the sharing economy development in Vietnam tourism industry.
- Clarifying some main challenges of the sharing economy models in Vietnam tourism industry.

Concept of sharing economy: Recently, together with the development of internet and smart phone, the concept of sharing economy has well recognized and developed in many countries, both developed and developing countries, and it is considered as a symbol for the success of the new economy model. Many researchers and paper mentioned the sharing economy recently as such Copper *et al.* (2018), Zervas *et al.* (2016), Heo (2016), etc. Based on Cooper, C., Volo, S., Gartner, W. C., & Scott, N. (Eds.). (2018), the sharing economy is an economic system in which products and services are shared between private individuals, either for free or for a reasonable fee, with the help of Internet technology. Zervas *et al.* (2016) state that the online marketplace for peer-to-peer exchange, as well as the sharing economy are rapidly growing – especially when it comes to tourism services. Online markets include individuals (consumers) who deal directly with other individuals (providers) over a market platform maintained by the third party. Examples of the “sharing tourism offer” are: transport services (Uber), restaurant services (Eatwith), tourism management services (Vayable) and an accommodation services (Airbnb). The local thus share their homes, cars, trips and food with tourists (Heo, 2016). In Vietnam, the sharing economy has presented and is quite common in some areas. However, at present, there is a little academic research which is done on the sharing economy.

MATERIALS AND METHODS

Data collection is based on the secondary data and primary data.

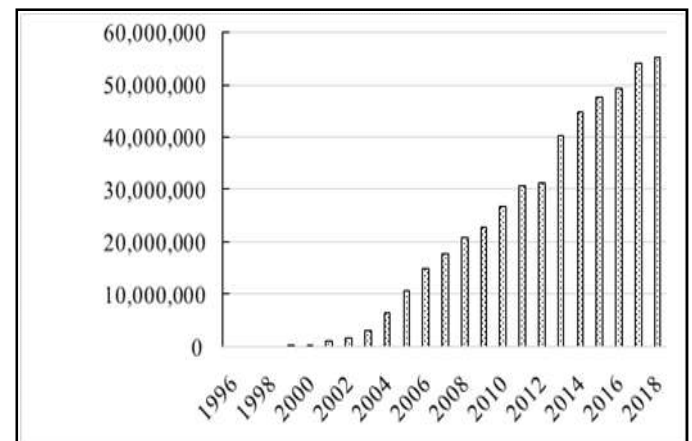
Secondary data was collected from books, newspapers, magazines and especially studies about Vietnam tourism industry and sharing economy domestically and internationally. The statistics were collected from Department of Tourism; Department of Culture, Sports and Tourism, and data from the Institute for Tourism Development.

Primary data: Primary data obtained through interviews directly customers who involved in sharing economy model in

the field of tourism (Airbnb, Triip.me, etc). Besides, a number of experts in the tourism industry were interviews as the Investment and Trade Promotion Center of Ho Chi Minh City, the representative of travel businesses, law specialists.

Overview the development of digital through internet users and tourism industry in Vietnam

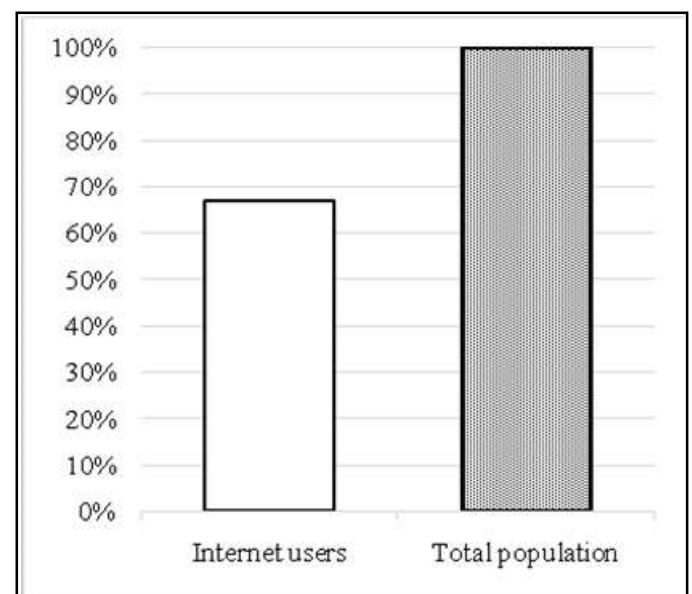
Overview of the digital development through internet users: Internet in Vietnam has been formed and developed from 1996, 1997, since then, Vietnam has always been rated as one of the most countries which has the fastest annual number increase of Internet users. Internet services in Vietnam become more and more diverse and abundant. The high-speed connected services have a rapid growth.



Source: Internetvietnam.net, 2019

Figure 1. Number of internet user in Vietnam 1996-2018

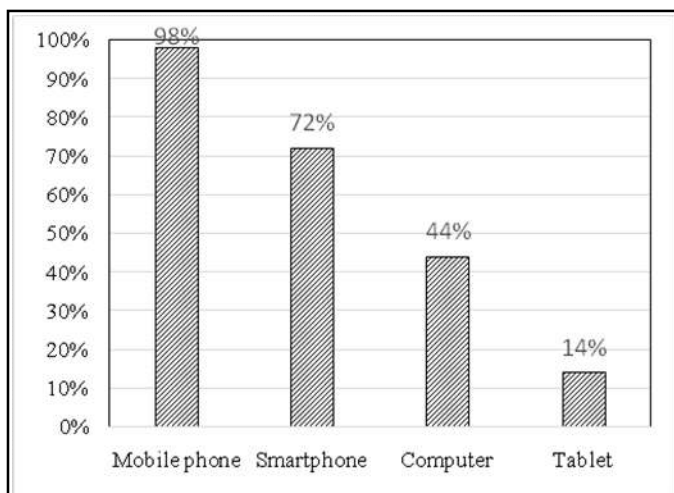
With 96.02 millions people and the percentage of urbanization is 35%, the number of Vietnamese who use Internet in 2018 reached 64 millions users accounting for 67% population.



Source: dammio.com, 2019

Figure 2. Ratio of internet users

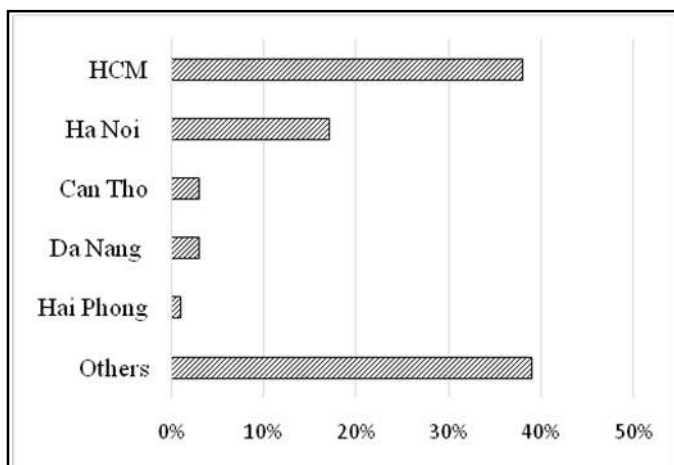
HCMC is considered as an areas which has the highest Internet users around the country, with many purposes in different activities. Especially, the high literacy indexes have encouraged citizens in accessing and using Internet.



Source: mtt.vn, 2019

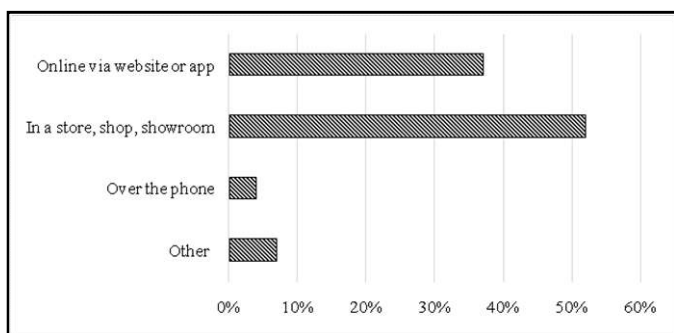
Figure 3. Which devices do people use?

Internet has changed so many aspects of life, especially the procurement of products and services to consumers. Some industries have changed and transformed itself in recent years to satisfy the increasingly diverse demand of consumers, including the advent of electronic commerce (e-commerce), namely online shopping as an example.



Source: mtt.vn, 2019

Figure 4. Number of users using e-commerce by big cities in Vietnam



Source: mtt.vn, 2019

Figure 5. How dis people first learn of the product they purchased during product research

The advent of E-commerce has encouraged the strong growth in business activity of the business community. Initially, the form of an online business is simply to use the website to contact and exchange information with partners, but later on,

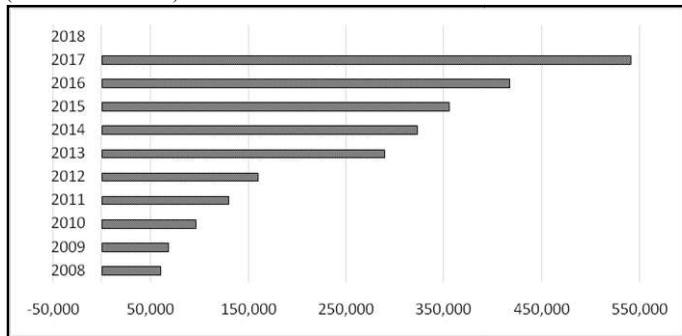
growing, attracting many participants in business operations and even appealing to more shoppers, consumers. The development of e-commerce has created a new trend in shopping and consumption of the majority. HCMC - which is determined as the most famous and thriving e-commerce market in Vietnam. The application of e-commerce businesses in Vietnam are expanding deeply, catching up with the tendency to mobile commerce as most developed countries. In HCMC, there are 92.910 active websites, including over 80,000 estimated e-commerce website, bring HCMC into such a vibrancy of e-commerce market, with the largest scale, business proceeds reached approximately 1/3 the total number of sales transactions of e-commerce in the country (Industry and Trade News, 2016). According to statistics, the rate of e-commerce websites have versions for mobile devices reached 22.7%; , the propotion of businesses using specialized software (human resource management, customer relationship management, etc.) reached 66.8%. Many webs of the city has successfully built up their brand name worldwide known as thegoididong, Lazada, Tiki, 5 seconds, etc. For consumers, the online shopping gradually become familiar and popular, demonstrated through: the percentage of consumers who knowledge about shopping online at around 55%; the propotions of Internet accessing to shop online to reach 26.4% (Government Report, 2016)1.

Overview of Vietnam tourism industry: Throughout the "Vietnam Tourism Development Strategy to 2020 with a vision to 2030", "Master Plan for Vietnam Tourism Development to 2020 with a Vision to 2030", "Master Plan Develop tourism in the Red River Delta and the Northeast Coast to 2020 with a vision to 2030", tourism has always been identified as an important economic sector with the goal of becoming a key-leading economic sector which accounts high proportion in GDP structure, creates motivation for cultural and social development in modern and diversity direction. To achieve the set out objectives, we have to focus on developing all kinds of resources (resources, capital, science and technology, human, ...), the first and foremost thing is human resource which determines the development of all nations in the era of 4.0. (Anh et. Al, 2018). According to Vietnam General Department of Tourism, in 2018, Vietnam tourism receives more than 15.5 million international visitors, serves over 80 million domestic tourists, the total revenue from tourists reaches over VND 620,000 billion. Tourism in Vietnam has grown at a high growth rate. In the 3 years from 2015 to 2018, the number of international tourists to Vietnam has increased 2 times compared to the cumulative results of the previous 55 years, the continuous growth rate reached nearly 30% per year. By 2020, Vietnam tourism will basically become a spearhead economic sector, receiving 17-20 million international visitors, attracting 82 million domestic tourists, contributing over 10% of GDP and total tourism revenue reached 35 billion USD, export value through tourism reached 20 billion USD, creating more than 4 million jobs of which 1.6 million direct jobs. The whole country has over 2,000 international travel enterprises and nearly 26,000 tourist accommodation establishments with over 550,000 rooms, of which high-class class (from 3 stars to 5 stars) has 900 establishments with nearly 102,000 rooms. In 2018, the tourism industry has focused on implementing the Tourism

¹Government Report (2016), HCMC: The vibrancy of E-commerce market, <http://baochinhphu.vn/Hoat-dong-dia-phuong/TPHCM-Soi-dong-thi-truong-thuong-mai-dien-tu/246319.vgp>

Law (amended); to prioritize the construction of big projects to be submitted to the Prime Minister towards building tourism into the spearhead economic sector.

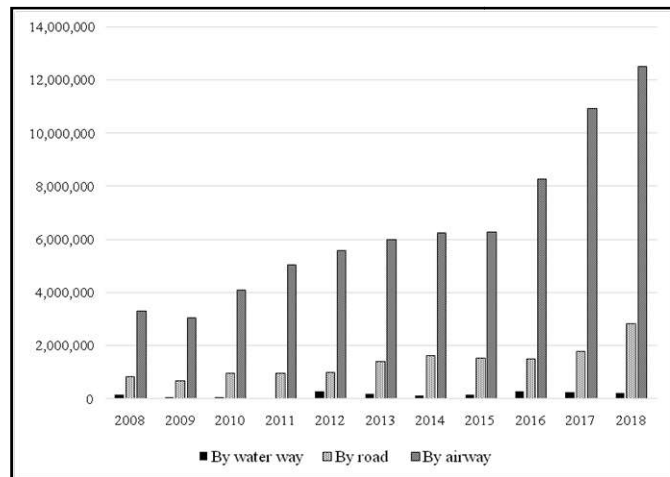
(Unit: Billion VND)



Source: General Department of Tourism, 2019

Figure 6. The total tourism avenue of Vietnam period 2011-2017

During recent years, air transports is always confided by most of international travelers. However, HCMC are conducting specific policies to attract visitors so that they can experiences all of different mean of transportation.



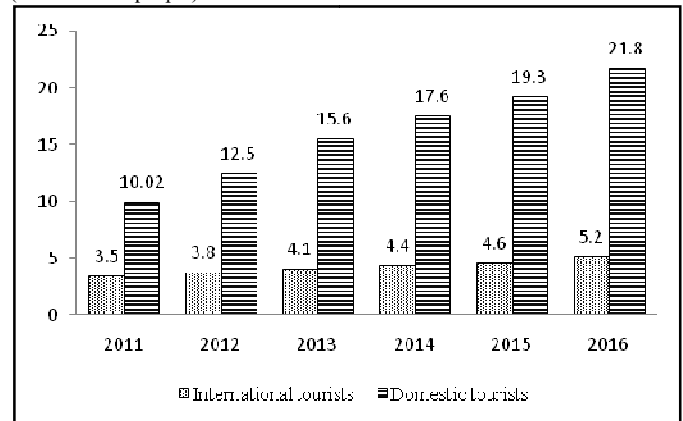
Source: General Department of Tourism, 2019

Figure 7. The number of international tourists arriving in Vietnam in terms of mean of transportations from 2008 to 2015

Currently, HCMC is the most noticeable tourism center in the country, attracting international visitors to Vietnam annually. The rapid growth of international tourists to Vietnam, especially to HCMC is the result of the open policy and global integration, rehabilitation and upgrading of infrastructure, material facilities for tourists, the encouragement of foreign investment that HCMC is always considered a pioneer of the social life innovation. HCM is the transportation heart of the South Vietnam, including railway, road, waterways and airline. HCMC and Hanoi Capital are joint by 1A highway, Thong Nhat railway and 13 highway crossing Indochina. Tan Son Nhat International Airport is only 7 km from the city center which is the largest airport station in the country with dozens of domestic and international flights. Over recent years, the tourism industry of the city has always maintained the important role in the social-economy development and achieved many positive outcome. The number of international tourists arrive in Vietnam increased significantly in recent years contributing to advance the tourism position of the city in Southeast Asia and in the world. Furthermore, tourism revenue has increased continuously over the years. The

tourism industry of HCMC is playing an indispensable role in restructuring of local economy.

(Unit. Million people)

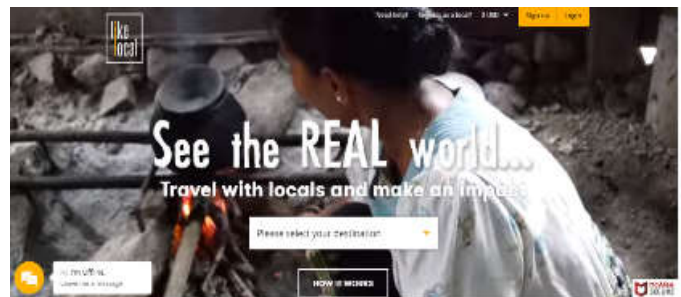


Source: HCMC Department of Tourism, 2016

Figure 8. The number of visitors to HCMC from 2011 to 2016

Status quo of the several models of sharing economy in Vietnam tourism industry

I like Local: I Like Local was officially established in Hong Kong in 2013 by Sanne Meijboom, current network operations focused primarily in Asia and Africa. I Like a Local is an online travel platform supporting travelers to connect with local people in developing country. I Like Local allows all locals can share the local experiences programs to tourists via I Like a Local website.

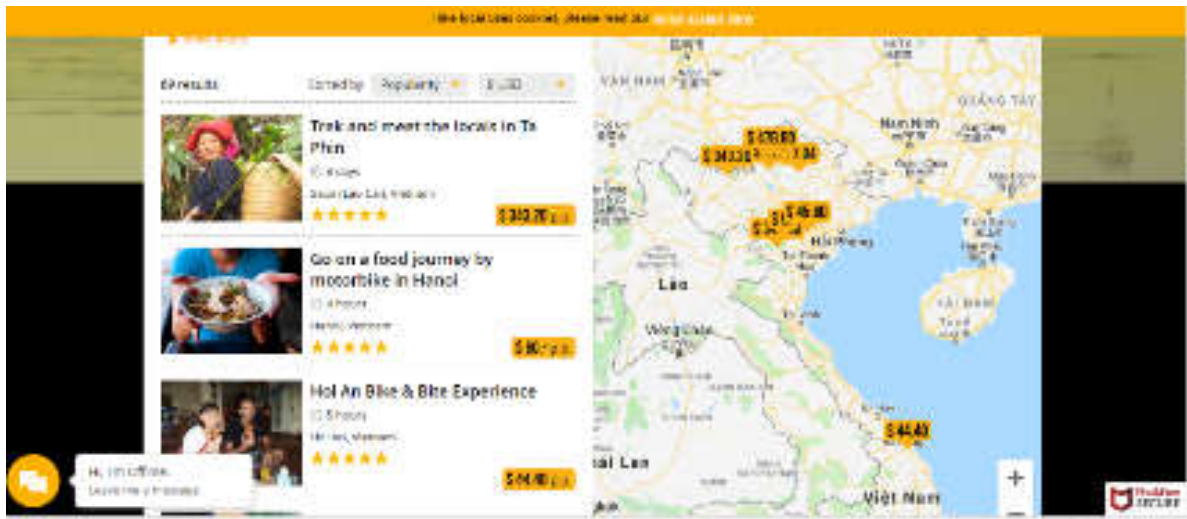


Source: Websitewww.i-likelocal.com, 2019

Image 1. The interface of "I Like Local" website

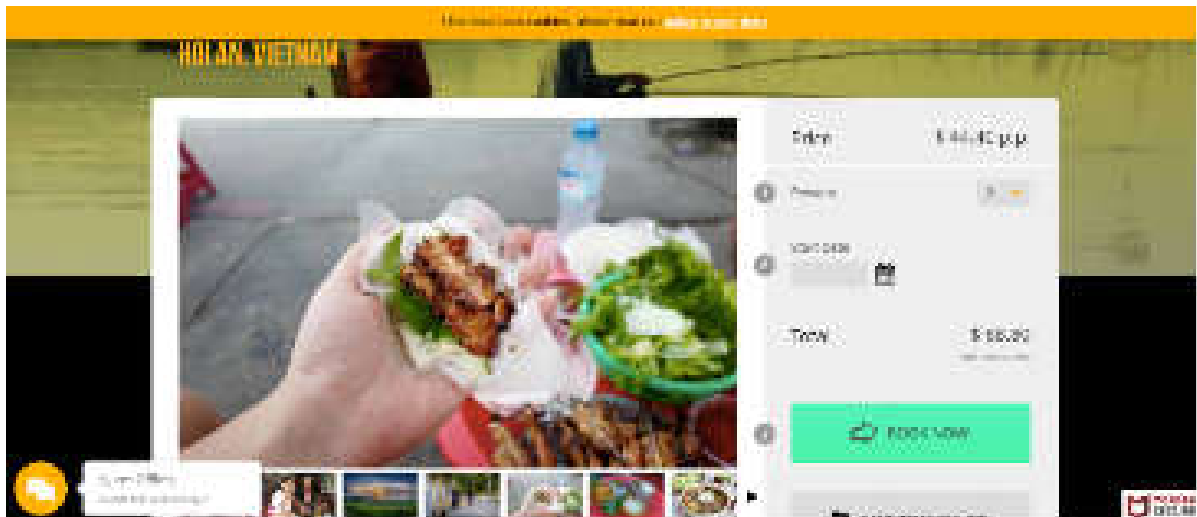
Until 2017, the experiences program via "I Like a Local" website has grown to 13 countries in Asia and 5 African countries. The local experiences programs on "I Like Local" website mainly focus on six characteristics are as follows: "Homestay" "Farmstay", "Art & Culture", "Trek &Tour", "Food Experiences" and "Volunteering". The operation time of a reality programme fluctuates from 2 hours to 7 days long with the prices ranges from \$ 4 to \$ 529.

According to statistics until April 2017, the sharing local experiences platform "I Like Local" has had 14,500 visitors and 1,319 locals. In Vietnam, "I Like Local" has total 64 experiences programs of local people. However, these programs only focused on the Northern areas such as Hanoi, Ba Mai Chau, Moc Chau, etc. Central areas as Hue, Da Nang, Hoi An, etc. Particularly, in HCMC, currently, there is only one experiences program of local people are sharing via "I Like Local" platform. Hence, "I Like Local" not really get attention and development in the Southern region, especially in HCMC.



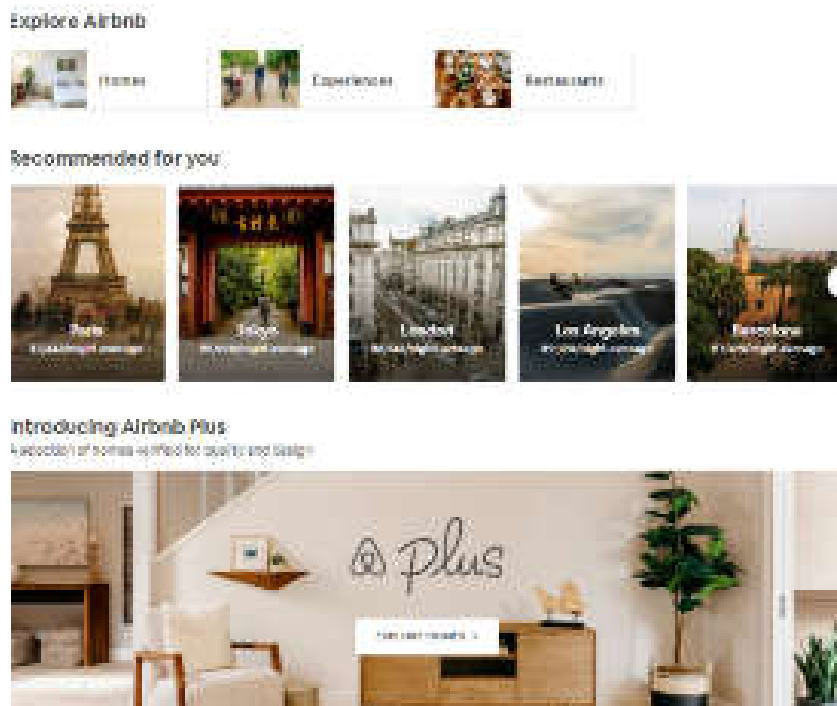
Source: Websitewww.i-likelocal.com, 2019

Image 2. The local experiences programs via “I Like Local” platform



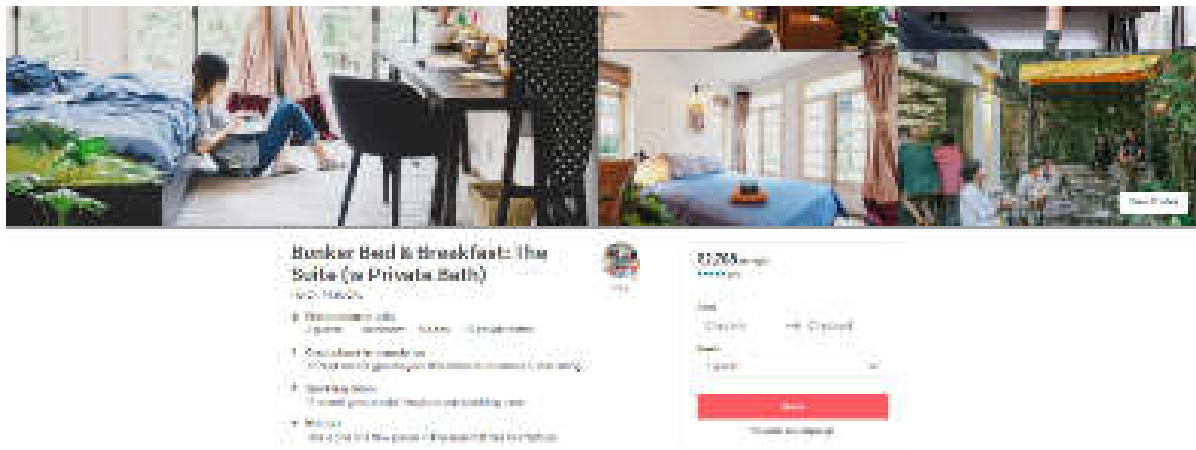
Source: Websitewww.i-likelocal.com, 2019

Image 3. The information about local experiences programs in Vietnam via "I Like Local"



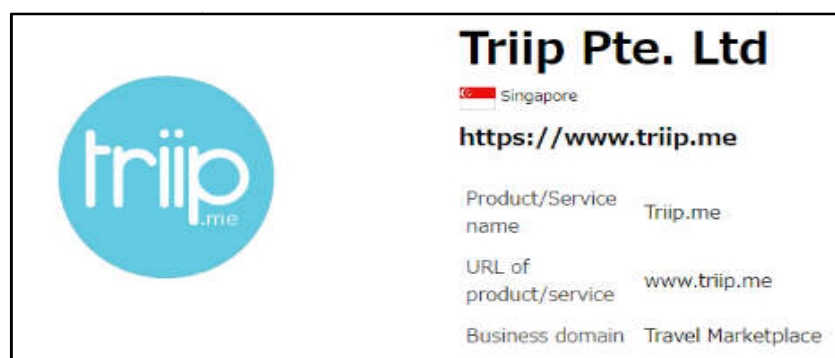
Source: website <https://www.airbnb.co.in>, 2019

Image 4. The interface of "AirBnb" website



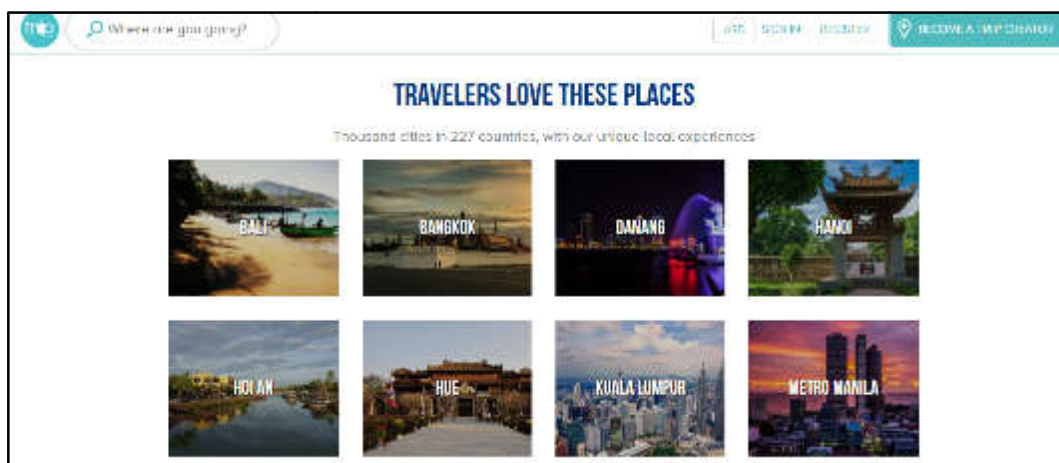
Source: website <https://www.airbnb.co.in>, 2019

Image 5. The sharing accommodation interface on "Airbnb"



Source: Triip.me, 2019

Image 6. The interface of "Triip.me" website



Source: Triip.me, 2019

Image 7. Introduction of Triip.me on the website

AinBnB: "Airbnb" was established in 2008/2009 by Brian Chesky, Joe Gebbia and Nathan Blecharczyk in San Francisco, USA. This is the model of sharing accommodations for travelers, take advantage of wasting resources which are unused rooms. The owners shall upload information about their available house spaces on "Airbnb", the tenants who have demands will access "Airbnb" to find a suitable room or house. Until April 2017, "Airbnb" has been over 34,000 cities of 190 countries worldwide. Besides sharing locals' accommodations to tourists, at present, "Airbnb" has developed the local experiences support programs in order to increase interactivity and expand the number of users. Because of the long term period of development, the sharing accommodation program "Airbnb" are

known by many tourists and be quite reliable. According to the statistics until April 2017, HCMC has about 800 residence addresses registered shared on "Airbnb" app to provide accommodation for tourists. In particular, over 300 addresses share entire home, about 300 addresses shares private room and more than 150 addresses share shared room. Due to the data from "Airbnb", the average price per night of accommodation shared in HCMC is \$ 39 and ranges from 10 \$ to 124 \$. Most shared accommodations are located in the central areas as District 1, District 3, in addition, other places such as: District 2, District 5, District 7 and Binh Thanh District. (www.airbnb.com, accessed in April 2017).

Triip.me: Triip - Privite limited company known officially as Triip Pte. Ltd. (Triip Private Limited). The company was officially established in Singapore specializing in tourism. Triip Pte. Ltd's service / product is Triip.me (Triip.me is considered as an active appellation in official transactions of Triip Pte. Ltd., and is also used to name Triip Pte. Ltd. as an alternative), because of this reason, Triip.me is being used widely and often. Triip Pte website address is www.triip.me. Triip Pte. Ltd. is not a travel agent, it is considered as a startup company applying IT achievements to serve the tourism activities whose product that carries out its trading activities. The trading activities of Triip.me is conducted via a global tourism website (also called a computing platform) to connect people with the same passion and share their travel experiences. In other words, Triip.me is a travel platform, supporting travelers to connect with locals around the world, allowing all local people whose ideas of local experiences programs can connect and share with tourists via Triip.me platform. With regard to Triip.me 's name, which is not simply an indigenous experiences program, is an indigenous experience program guided by the Creator Triip. Triip Creator is not only a native tour guide but also a friend, a companion for travelers. Double "i" in Triip want to represent this spirit. Therefore, when learning any public Triip program posted on Triip.me, tourists can always find a short introduction of a native tour guide so that tourists can recognize a suitable companion. Triip Pte. Ltd. emphasized that they do not own, sell, administer or implement any indigenous experience program on Triip.me platform, simultaneously, Triip Pte. Ltd. does not provide accommodation services, catering, sale of airline tickets or transportation for tourists. All indigenous experience programs on Triip.me platform are built by the Creator Triip and shared via the website. Triip Pte. Ltd. does not sell programs, it serves as mediation platform, which just helps Triip Creator display and introduces their Triip, connect and interact Triip Creator with tourists while helping payment procedures between Triip Creator and tourists when tourists have completed Triip booking process and Triip also been done by Triip Creator. Also, Triip Pte. Ltd. has been conducted management and efficient development of Triip.me platform, managed and maintained Triips of Triip Creator and constructed Marketing and PR strategies to attract more tourists come to Triips of Triip Creator. Triip.me toward the difference by the unique indigenous experiences and travel services for tourists that they can not find in any travel company in the present. Until April 2017, especially in HCMC, Triip.me platform has updated 317 indigenous experiences programs shared by local people on the platform. Therein, 286 Triips by an individual Triip Creator (Local Expert) and 31 Triips by a group Triip Creator (Group).

RESULTS AND DISCUSSIONS

Opportunities for the sharing economy development in Vietnam tourism industry

Taking full advantage of strengths in IT in efficiency way:

In front of the significant growth of IT and the use of electronic systems such as the Internet and computer networks to conduct business activities, the online shopping activity is more popular. In parallel, the upward trend of online shopping habit of consumers has made a considerable impact on businesses in many different fields requiring them to frequently.

Taking advantage of the strengths in IT has contributed to effective communication improving the accessibility and efficiency of interaction with tourists. Because of this reason, the sharing economy platform in the field of tourism has received more and more attention and share of tourists. The number of indigenous experience programs on of Triip.me platforms has expanded and developed to many countries around the world. In addition, under the IT development and support, at present, the sharing economy platforms in the field of tourism do not only exist in the form of websites, but also develop as applications on mobile. For instance, those share economic models have existed as a website and applications on smartphones with the iOS version alongside the Android system. Tourists can download and their laptop and smartphone for convenient and quickly using. Because of the verifiable truths hereof, it is undeniable that the IT has a powerful influence on the development of sharing economy models in the area of tourism. However, the impacts of IT developmet is only the objective factor. The key factor is considered as the effectively capture capabilities and exploitation of IT by enterprises operating the sharing economy model have created the very different and flourishing sharing economy platform.

Quick and guaranteed accessing online payment: Almost these models in the field of tourism use online payment as PayPal in the payment process between tourists and native companion. PayPal is the online payment applience which is accepted by a plenty of e-commerce and sharing economy models. By virtue of the effortless register, quickly payment procedures and the suitability of online activities via Internet, Paypal obviously get the attention in the context of information technology today.

Simultaneously, the information security and accounts safety ensurment of PayPal have helped Paypal always get the very high credibility. Because of this reason, more and more e-commerce models and sharing economy confide to this online payment.

Newfangled and effectively satisfaction of deep indigenous

local experience for consumers: Similarly, sharing economy in the field of tourism as I Like Local, AirBnb and Triip.me is a sharing economy platform in the field of tourism which supports, connects tourists and locals (as the local compainion). For instance, Triip.me helps locals to share their local experience programs to the tourists. In fact, thanks to these models that local people can share the indigenous experience programs to tourists and also tourists can adventure the very unique, specific and unusual indigenous experience programs in the travel businesses. The advent of these models has brought a breath of fresh air in tourist activities, created a new mean of accessing for travelers and concurrently produced the new models' development tendency in the area of tourism toward sharing economy. The rapid expansion of tourism in recent years has discovered opportunities for exposure to new services for tourists. Traveler are extremely diverse and difference in needs and preferences, particularly the commitment to explore the local culture which has more and more attention from visitors. The advent of these models has effectively delight the tourists' demands. Owing to the local culture experience made by the locals and the regional culture comprehension of indigenous people (the native companions) has built the sympathy in pleasing tourists' needs and preferences.

The speedy, easy and effective communication interaction between the objects involved in the sharing economy:

Similar to the sharing economy models in the field of tourism as I Like Local, Airbnb and Triip.me are an application which has efficient exploitation of IT's achievements. On these models, everyone can access easily, become a member and work with its functions efficiently and quickly. Due to characterized by an information technology platform, all activities on the sharing economy models conduct online, through exposure and manipulation directly on their website platform. Manipulations such as updating information, booking, changing or canceling, confirming information, etc. are done directly on the online platform. Because of this reason, the exchange and interaction between the travelers' information, the native companion and these models are handled extremely quickly, easily and efficiently.

The cost of participating in the indigenous experience program is lower than the cost of buying a travel tour from travel businesses:

In fact, the share economic models as such Triip.me is not a travel business. All the indigenous experience programs on Triip.me website are built and shared by Triip Creator (native companion), therefore, Triip.me does not evaluate the experience program which is determined by the local companion. This is why the price of indigenous experience programs on Triip.me's website is always lower than that of travel programs from travel businesses. Objectively, the travel programs are organized professionally and coordinated the use of services in the program meticulously and thoughtfully by travel businesses. That the reasons why travel businesses provide tourists with reliability, comfort and safety. In contrast, the indigenous experience programs from Triip.me reflect the true experience of indigenous experiences in the most simple, homely way, under the guidance and sharing of local people (co-publishers). Considering the nature of organizing tourism activities between tour operators and local companions from Triip.me, both sides have a way of organizing and meeting the needs of different customers. Therefore, the price nature has a difference (the price of indigenous experience programs from Triip.me is lower), those focus on vary visitor markets with the way of serving and organizing tourism activities completely different.

Challenges of the sharing economy development in Vietnam tourism industry

The quality of indigenous experience programs has not been completed

For each country, the quantity of experience programs from indigenous companions is a huge number. For that reason, the control of content, the quality of the indigenous experience program from native companions is very hard and time-consuming. In fact, in the process of understanding the indigenous experience programs from Triip.me's website in Ho Chi Minh City, according to the author, less than half of the number of indigenous experience programs on the platform websites are interacted, booked and responded regularly by tourists. There are indigenous experience programs that are frequently booked by tourists and get lots of feedback from tourists. Besides, there are still programs that have never been booked. As a result, the quality of these programs on the shared economic models has poor quality and/or the quality without checking.

Failure to ensure safety for participants: As analyzed in the previous content, the shared economic models are just a platform to support the connection between customers and suppliers, as such tourists and local companions in tourism industry. In fact, these models are not a tour operator providing travel services and ensuring safety for tourists when they join in. As a result, most of the current shared economic models do not commit to ensure the safety of the participants in this model. This is clearly reflected in the agreement and terms of commitment between shared economic models and participants in the model. Because of that fact, the participants must ensure the security by their own. Specifically, in the case of Triip.me, tourists shared that they had been concerned about safety before participating in indigenous experience programs of indigenous companions from Triip.me, because Triip.me does not currently have any commitment on the safety aspect of tourists when participating in Triip.me activities. For that reason, tourists are sometimes wary of participating in indigenous experience programs from Triip.me. In fact, there have been a number of models to ensure safety for the participants in their models by compensating insurance for accident victims or health problems when directly using and participating in their models. But overall, the number of similar models is not much. Therefore, until now, shared economic models have problems to ensure the safety of participants and use their platform.

The government have not yet clear and obvious legal system for sharing economy models:

Currently, the Vietnam law system has not had any legal framework that directly addresses the shared economy in general and shared economic activities in each specific area in particular, for instance tourism industry. Therefore, the government should soon have regulations and legal bases in line with the actual operation of shared economic models. These legal provisions and facilities, whether agreed to continue to develop or prohibit immediate activity, become the basis for trust, equality and the essential foundation for the perfection and development of legal entity in the future.

Conclusion

In developed countries, the shared economy has strongly developed, quite familiar to the majority of people and has actually become an example of the success of the modern economy. However, in Vietnam in general and Ho Chi Minh City in particular, until now, there are very few academic researches conducted to study the shared economy. Therefore, this research in the current context helps to provide a useful foundation for further researches on this issue. The article has compiled important economic information about sharing economy. Besides, the article analyzed the current status of economic activity shared in the tourism sector in Vietnam. Since then, the analysis of opportunities and challenges in the process of economic development shared in the tourism sector in Vietnam is clarified. This report also has certain limitations because the in-depth interview sample is still not wide enough and the information is also limited during the collection process. However, with the foundations and analysis, the article will be important implications for more in-depth researches in this area in the future.

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