Country Presentation:
Vietnam Tourism Master Plan to 2020

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Vietnam at a glance

- Position: Heart of South-East Asia, bordering with China, Lao PDR, Cambodia, East Sea
- Area: 320,000 Km²
- Climate: Tropic, 4 seasons
- Population: 89 Million;
- Majority: Kinh, 53 ethnic groups
- Language: Vietnamese
- Major religion: Buddhism
- Economic: GDP (2011): 110 Bill USD
Vietnam tourism performance 2011

- International tourist arrivals: 6.01 Million
- Domestic tourists: 30 million
- Tourism receipts: 130 Billion VND (6.2 Mill USD)
- Contribution to GDP: 5.8%
- Tourism environment: 500,000 (direct); 1.4 Million (indirect)
- Hotel capacity: 12,500 establishments, 250,000 beds
Tourism attractions

- History and culture
- Beaches and Island: Ha long, Phu Quoc, Nha Trang, Muine...
- Divers ecosystem
- 10 World heritages
- 30 National Parks
- Vietnamese cuisine
- Traditional festivals
- Handicraft villages
- Unique life style
- Friendly people
Key contents of the Vietnam tourism master plan up to 2020

- Evaluating the 1995-2010 plan
- Resources for tourism development
- SWOT analysis
- Development perspective forecast
- Development vision and objectives
- Direction of key areas development
- Implementation measurements

T2020
Evaluating the 1995-2010 plan

✓ Performance: number of tourists, receipts, GDP contribution, job creation, facilities developments
✓ Markets: target markets, market shares
✓ Product development
✓ Destination and site planning & development:
✓ Marketing and promotion activities
✓ Policy and role and management of government
✓ Investment
✓ Tourism business development
✓ International cooperation
✓ Human resources development
Resources for tourism development

- **Natural attractions**: eco system, fauna, flora, climate, parks, reserved areas, beaches, caves, rivers, lakes, forests…

- **Humanitarian attractions**: heritages, arts, cuisine, festival, life style, craft village, man-made attractions..

- **Human resources**: number, quality, tourism education and training system

- **Financial resources**

- **Infrastructure**

- **Tourism facilities and capacity development**
**SWOT analysis**

- **Strengths:** national advantages, attractions, resources, policy, experience, lesson-learned
- **Weaknesses:** managing attraction & resources, infrastructure and facilities, human resources, market & product development, capital mobilization, innovation, management & role of government
- **Opportunities:** political and social stability, peace, world trend, regional advantage AP
- **Threats:** economic crisis, political change, natural disaster, climate change, terrorism, new trend, competitive pressure
Development perspective forecast

- Scale: Number of tourist
- Carrying capacity, infrastructure, facilities
- Human resources
- Economic impact: Tourism receipts, % GDP
- Social impact: employment, awareness
- Environment impact: positive, negative
Vision

- Develop tourism as key sector, strongly contribute to GDP, create driving force to foster socio-economic development.
- Develop tourism toward professionalism, with priority and strong focus on in-deep growth, ensuring quality, effectiveness, marketed brand and competitiveness.
- Develop both international and domestic tourism; priority on inbound and better control outbound tourism
- Sustainable tourism development with emphasis on preservation and exploration of own national culture value; protect nature beauty and environment; ensure safety
- Fostering public participation, mobilizing all resources (both in-country and foreign resources) investing for tourism development; optimal utilization of national potential and advantages from nature, local culture, special strength of each region and area; enhance effective cooperation
OBJECTIVES

Tourism becomes a key sector characterized by highly professionalism, modern facilities, high product quality, diversity and well branding with in-deep own national culture value, environment friendly and competitive able in regional and international markets.

Vietnam to become a competitive and well developed destination

- Economic indicators
- Social Indicators
- Environmental Indicators
Economic indicators

Tourism receipts

- **2015**: 10 - 11 Bill USD
- **2020**: 18 - 19 Bill USD
- **2025**: 27 - 28 Bill USD
- **2030**: 40 - 45 Bill USD

Contribution to GDP

- **2005**: 3.52
- **2006**: 5.46
- **2007**: 5.43
- **2010**: 5.8
- **2015**: 6.0
- **2020**: 6.5 - 7

Unit: Bill USD
Social indicators

Job creation

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<th>Year</th>
<th>2015</th>
<th>2020</th>
<th>2030</th>
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<td>1,600,000</td>
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Environmental indicators

• Promote green tourism, tourism activities strongly contribute to preservation effort of natural and cultural value
• Environment is seen as tourism key attractiveness which ensures the quality and value of tourist experiences

2015

Environment impact to be controlled by 100% development project
90% tourist services establishments achieve environment standard

2020

100 % tourist services establishments achieve environment standard
50-60% tourism products achieve “green” criteria and certified “environment friendly”
Direction of key areas development

- Tourism markets
- Tourism products
- Destination, sites development
- Tourism investment
- Tourism business development
Implementation measurements

- Policy
- Mobilizing investment capital sources
- Human resources development
- Marketing and promotion
- Monitoring the implementation of the plan
- R&D and innovation
- International cooperation and integration
- Resources preservation and environment protection
- Strengthening capacity for climate change adaptation
Key determinants

- Priority of national socio-economic strategic plan
- Strategic planning of related sectors
- Political direction
- National advantages
- Regional integration and cooperation
- Provincial development objectives
- Tourism resources
- Tourism markets trend
- Current and future capacity
Key factors affecting achievement of previous plan

- Open policy (doi moi)
- Policy facilitating and encouraging tourism
- Liberation of private business investment
- National marketing and promotion effort
- Tourism Infrastructure development
- Destination development
- Development of airlines
Factors undermine plan achievement

- Strategic concept, approach
- Tourism awareness
- Human resources
- Markets research
- Product development
- Innovation and technology transfer
- General Infrastructure
- Partnership
- International integration
Approach

- Participatory approach
- Quality controlled
- Encourage pioneer
- Support brands
- Support local communities
- Promote best practice
- Encourage innovation
- Encourage partnership
- Encourage optimal use of resources
- Respect environment and traditional value
Thank you for your attention !