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STRATEGY ON VIET NAM'S TOURISM DEVELOPMENT UNTIL 2020: VISION TO 2030

The Strategy on Viet Nam's Tourism Development until 2020 includes the following perspectives:

- To develop tourism into a key economic sector, accounting for an increasing proportion of GDP, creating a driving force for socio-economic development;
- To develop tourism in the direction of professionalism and modernism, with focal point; to focus on in-depth development, assuring quality and efficiency while affirming brand and competitiveness;
- To develop simultaneously domestic and international tourism; to pay attention to international inbound tourism; to strengthen the management of outbound tourism;
- To develop sustainable tourism tied to the preservation and promotion of cultural values of the nation; to ensure landscape preservation and environmental protection; to maintain security, national defense, social order and safety;
- To promote social engagement in and mobilize all domestic and foreign resources for investment in tourism development; to make full use of the national potentials and advantages in terms of natural factors, national culture and characteristic strong points of each and every region throughout the country, to strengthen the connections for tourism development.

General objective is by 2020, tourism would have basically become a key economic sector, which is modern and professional with relatively uniform technical infrastructure; tourism products would have high quality, diversity and prestige, and they are imbued with national identities and able to compete with other countries in the region and the world.

By 2030, Viet Nam strives to become a nation with a developed tourism sector.

Specific objectives:

- Average growth rate of the tourism industry for the period 2011-2020 would reach 11.5-12% per annum.

- In 2015: Viet Nam would welcome 7-7.5 million international tourist arrivals and 36-37 million domestic tourists; total revenue from tourism would reach US\$10-11 billion, contributing 5.5-6% of GDP; the sector would have a total of 390,000 accommodation suites, 30-35% of which are of three to five-star standards; the sector would create 2.2 million jobs, including 620,000 employees working directly in tourism.
- In 2020: Viet Nam would receive 10-10.5 million international arrivals and 47-48 million domestic tourists; total revenue from tourism would reach US\$18-19 billion, contributing 6.5-7% of the country's GDP; total accommodation suites would be 580,000, 35-40% of which are of three to five-star standards; the sector would create 3 million jobs, including 870,000 employees working directly in tourism.
- In 2030: Total revenue from tourism would double that of 2020.

Solutions:

1. Development of tourism products:

- To develop a tourist product system that is unique, diverse and uniform, with high quality and high added value, meeting the needs of domestic and international tourists; to develop "green" tourism products, respecting natural elements and local cultures;
- To plan and invest in tourism product development based on outstanding strengths and attractions of tourism resources; to prioritize the development of marine tourism, cultural tourism and eco-tourism; to step by step form systems of national and local tourism areas, routes, destinations and tourism urban areas;
- To take advantage of strengths and strengthening the links between regions and localities towards the formation of specific tourism products of each tourism area.

2. Development of infrastructure and technical facilities for tourism:

- Planning and investing in infrastructure development in terms of transport, information and communications, energy, water supply and drainage, environment and related fields to ensure a uniform system for tourism development; modernizing the public transport network; planning public spaces;
- Upgrading and developing social infrastructure of culture, health, and education, especially museums, theaters, clinics, training and educational establishments, with sufficient conveniences and facilities for tourists;
- Developing the technical infrastructure system that ensures quality, modern, convenient and uniform tourism services and facilities, to meet the needs of tourists.

3. Training and nurturing human resource for tourism:

- Developing human resources for tourism, so that quality, quantity, sectoral structure and standards of training all meet requirements of tourism development and international integration;
- Developing a network of strong tourism training establishments with modern and uniform technical and teaching equipment; standardizing the quality of lecturers; standardizing the framework curriculum for tourism training;

- Crafting and implementing strategies, planning schemes and plans on tourism human resource development in accordance with the needs of tourism development in specific periods and regions; step by step standardizing tourism human resources with regional and international standards, paying special attention to tourism managers and skilled labor.

4. *Market development, tourism promotion and brands:*

- Development of tourist markets;
- Tourism promotion;
- Development of tourism brands;

5. *Investment and policies for tourism development:*

- The State should offer preferential policies to support investments in tourism infrastructure, human resource training, tourism promotion and brand development; link and mobilize resources for capacity building and quality improvement of tourism service providers, forming tourism centers of regional and international standards;
- The investment priority lies in the development of national tourism centers, attractions, and urban areas, as well as tourism routes and destinations in remote areas or regions of socio-economic difficulties which have potential to develop tourism;
- Implementing sustainable development policies; designing preferential policies for the development of eco-tourism, "green" tourism, community tourism, and responsible tourism.

6. *International cooperation in tourism:*

- Implementing proactively and effectively bilateral and multilateral cooperation agreements signed;
- Boosting international tourism cooperation with other countries and international organizations, linking Viet Nam's tourism market with regional and world tourism markets.

7. *State management in tourism:*

- Perfecting tourism and tourism-related institutions, mechanisms and policies; amending and supplementing the Law on Tourism to create a favorable legal environment for tourism development;
- Strengthening the capacity of state management agencies on tourism from local to central levels to the meet the requirements of development; boosting the coordination and connection between tourism and other sectors, among regions and localities for tourism development;
- Designing strategies and planning schemes for tourism development with high quality and feasibility; the State focuses on planning and investing in the development of tourism regions, national tourism sites, attractions and urban areas;
- Boosting the research and application of scientific and technological advances in tourism management and business, training tourism human resources, market survey and tourism promotion.