



**ASEAN INTER-PARLIAMENTARY ASSEMBLY  
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**VIET NAM COUNTRY REPORT  
NATIONAL INITIATIONS ON ASEAN: PROMOTING NATURE  
CONSERVATION AND DEVELOPING SUSTAINABLE GROWTH**

**1. Vietnam legislation on the tourism sector, achievements and challenges in recent years.**

In recent times, the Government and the Prime Minister have made specific directions to remove difficulties for the tourism sector, notably the promulgation of important documents such as Resolution No. 92 / NQ CP dated 08/12/2014 of the Government on a number of measures to promote Vietnam tourism development in the new period; Resolution No. 39 / NQ-CP dated 01/6/2015 and Resolution No. 46 / NQ-CP dated 18/06/2015 regarding a term visa exemption for citizens of Britain, France, Germany, Spain, Italy, Belarus; Directive No. 14 / CT-TTg on strengthening State management efficiency, focusing on overcoming weaknesses and promoting tourism development. Along with the interest of the Party and State, the efforts of all branches at all levels, businesses and people, Vietnam tourism industry has achieved particular success: in 2014, Vietnam received 7.87 million international tourist arrivals, the average growth rate of about 10% / year, serving about 38.5 million domestic tourists (increase 4.0% and 10% respectively, compared with 2013). Revenue from tourism is growing, contributing to total national income of about \$ 11 billion. In addition, tourism also contributes to economic restructuring towards modernization, solving many jobs for laborers, contributing to poverty reduction and building the country's image and people, contributing to improve the national position on the international stage. Tourism is an synthesis economic sector

and high interdisciplinary . Thus, it is easily affected by external factors. All these factors strongly influence the psychology and the ability to travel, leading to sharp fluctuations in the market structure and the number of tourists

## **2. Cooperation between Vietnam and ASEAN in tourism.**

ASEAN is one of the multilateral cooperation framework Vietnam tourism participating and growing most effectively. Vietnam tourism always participate fully and actively in tourist events in ASEAN as the ASEAN Tourism Forum (ATF), Meeting of ASEAN Tourism Working Group, meeting national Travel Agencies ASEAN and Conference ASEAN Tourism Ministers ... results and the participation of Vietnam tourism is expressed through the following aspects:

**2.1. Marketing and communication:** Marketing and communications are most frequently deployed areas of specific activities most continuously. In particular, during term 2013-2014, Vietnam has successfully assumed the leader role, recognized and appreciated by the other countries.

**2.2. Developing tourism products:** Vietnam tourism has actively contributed ideas to finishing 130 tourism products connected ASEAN countries, under the heading: Tourism Nature (Malaysia hosted); Tourism and cultural heritage (Indonesia chaired); Tourism Community (Cambodia divided chaired); Cruise and River Road (Singapore and Vietnam hosted); Health Tourism and Resort (Thailand hosted). In 2014, Vietnam hosted the research project build tourism product ASEAN river with assistance and financial experts of the World Tourism Organization and Malaysia. Currently, river travel products have been split into a separate product and regulated by Vietnam. Vietnam also continues to host Phase 2 of the research project on the development of river tourism ASEAN, focusing on regional pilot countries of the Mekong River.

**2.3. Human Resource Development:** With the support of the Government of Australia, many concrete results achieved in the implementation of the MRA, typically: the reference framework of ASEAN tourism qualifications based on vocational standards body the ASEAN; build some standard set of tools in ASEAN

vocational skills training for training and evaluating senior principal for vocational catering suites, Reception, serving food and drinks and food processing ; organizing training courses and evaluation, Construction Analysis Report about the disparity gap of ASEAN countries in the implementation of the MRA.

**2.4.** Cooperation with partner countries and organizations: Through cooperation with partner countries and organizations of ASEAN (Japan, Korea, China, India, Russia, ASEAN Japan Center, ASEAN Centre South Korea, ASEAN China, UNWTO ...), Vietnam tourism has coordinated many activities implemented efficiently such as organizing training courses, construction sites, tourism product development ...