

Tourism in Vietnam

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Policy views and the outcomes of interview research to Japanese tour agencies

| | Policy's view | Tour agencies' view |
|--------------------------|-------------------------------------------------|----------------------------------------------------------|
| target | High class tourists | Young people (women) |
| obstacles | Infrastructure Public Hygiene administration | Low quality guides Political procedures facilities |
| Investment necessary for | Infrastructure Administrative issues HRD | HRD Air line coordination |

- Vietnam has a large potential for growth in tourism sector with its attractive culture, world heritage sites, and variety across the country.
- Vietnam is popular especially among young women for shopping purpose with the difficulty of gathering high-class tourists whom the government aims to target.
- Japanese tour operators see Vietnam as a good market with some difficulties such as facilities and low quality of guides.
- Vietnam needs more investment on infrastructure building to resolve the public hygiene and facility problems, and on human resource development for further growth in Tourism sector with variable types of tourists.