THE 11TH UNWTO ASIA/PACIFIC EXECUTIVE TRAINING PROGRAM ON TOURISM POLICY AND STRATEGY

Name of country: Vietnam
Name of Presenter: Dr. Do Cam Tho
<table>
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<tr>
<th><strong>Strengths</strong></th>
<th><strong>Weakness</strong></th>
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| - Huge potential on cultural and natural resources  
- Orientations on sustainable tourism  
- Most provinces have strategic intent on tourism development | - Weak perception on sustainable tourism development  
- Low HR capacity for enhancing resource and heritage  
- Low inter-sectoral, inter-provincial cooperations  
- Weak private sector. Some domestic investors leading. |

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<th><strong>Opportunities</strong></th>
<th><strong>Threats</strong></th>
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| - SDG – duty of each country  
- Asean cooperation activities  
- Tourism flow to the country  
- Tourism need on safeguarded resources and heritages | - Heritages, tourism areas and spots are differently managed (by different ministries) – difficulty on resource management  
- Low capacity on strategy and plan realisation |
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<th>Stakeholder</th>
<th>Roles and responsibilities</th>
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<tr>
<td>State central and provincial tourism department</td>
<td>Guidelines on tourism sustainable, responsible development</td>
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<td>Economical, social responsible tourism program, funded by EU (2011-2016)</td>
<td>Guidelines, trainings, technical assistants throughout the sector and the country</td>
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<td>Tourism management board on sites</td>
<td>Management of resources, tourism activities, enhancing and safeguarding heritage</td>
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<td>Private sector</td>
<td>Onsite performance, directly participate on safeguarding resources</td>
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<td>Industry associations (Vietnam tourism association, RTC club..)</td>
<td>Coordinate initiatives on responsible exploitation of resource</td>
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Stakeholder roles and responsibilities
Tourism strategy to 2020, vision to 2030
Tourism master plan to 2020, vision 2030
Tourism regional, provincial master plan to 2030
Resolution on tourism development 2017
Green lotus label for accommodations

Tourism law 2017 (Draft)

Country strategy and policies
Benefits

- Enhancing perception
- Good practices
- Guidelines
- Good activities
- HR capacity building

Lessons learned

- Good perception and synergy
- Community involved
- Enhancing good practices (on provincial level and on site level)