

THE PRIME MINISTER

Decision No. 201/QĐ-TTg of January 22, 2013, approving the master plan on development of Vietnam's tourism through 2020, with a vision toward 2030

THE PRIME MINISTER

Pursuant to the December 25, 2001 Law on Organization of the Government;

Pursuant to the June 14, 2005 Tourism Law;

Pursuant to the Prime Minister's Decision No. 2473/QĐ-TTg of December 30, 2011, approving the strategy for development of Vietnam's tourism through 2020, with a vision toward 2030;

At the proposal of the Minister of Culture, Sports and Tourism,

DECIDES:

Article 1. Major contents

1. Development viewpoints

a/ To develop tourism into a spearhead industry, accounting for an increasingly high share in GDP and creating a motive force for boosting socio-economic development.

b/ To develop tourism toward professionalism and modernity with focuses and priorities; to attach importance to in-depth development of tourism so as to assure quality and effectiveness with well-known brands and competitiveness.

c/ To develop domestic and international tourism simultaneously; to attach importance to inbound tourism while enhancing the administration of outbound tourism.

d/ To develop sustainable tourism in close association with conserving and promoting national cultural values; to preserve landscape and protect the environment; to assure security and defense and maintain social order and safety; and to assure harmony and interactivity between tourism exploitation and development and protection of natural resources and humane values.

e/ To step up socialization to mobilize all domestic and overseas resources for investment in tourism development; to bring into the fullest play the national potential and advantages in natural conditions and national culture as well as typical strengths of areas and regions all over the country; to promote association in tourism development.

2. Development objectives

a/ General objectives

By 2020, tourism will basically become a spearhead industry with professional services, a synchronous and modern physical and technical infrastructure system and high-quality, diverse and branded tourist products deeply imbued with national cultural identity and competitive with other countries in the region and the world.

By 2030, Vietnam will have a developed tourism industry.

b/ Specific objectives

- Regarding territorial organization: To develop 7 tourist regions with typical tourist products, 46 national tourist zones, 41 national tourist sites, 12 tourist cities and some other important tourist zones and sites to drive tourism development in each region and the country. To enclose with this Decision a list of national tourist zones, national tourist sites and tourist cities.

- Sectoral development targets

+ Tourist arrivals

• By 2015, the numbers of international tourist arrivals and domestic tourist arrivals will be 7.5 million and 37 million, with an annual

growth of 8.4% and 5.7%, respectively.

- By 2020, the numbers of international tourist arrivals and domestic tourist arrivals will be 10.5 million and 47.5 million, with an annual growth of 7% and 5.1%, respectively.

By 2025, the numbers of international tourist arrivals and domestic tourist arrivals will be 14 million and 58 million, with an annual growth of 6% and 4.3%, respectively.

- By 2030, the numbers of international tourist arrivals and domestic tourist arrivals will be 18 million and 71 million, with an annual growth of 5.2% and 4.1%, respectively.

- + Total revenues from tourists will reach VND 207 trillion, equivalent to USD 10.3 billion, by 2015; VND 372 trillion, equivalent to USD 18.5 billion, by 2020; VND 523 trillion, equivalent to USD 26 billion, by 2025; and VND 708 trillion, equivalent to USD 35.2 billion, by 2030.

- + Tourism contribution to GDP: Tourism will account for 6% of the national GDP by 2015, 7% by 2020; 7.2% by 2025; and 7.5% by 2030.

- + Number of accommodation establishments: There will be 390,000 accommodation rooms by 2015; 754,000 by 2025; and 900,000 by 2030.

- + Employment: By 2015, 2.1 million laborers (including 620,000 directly engaged in tourist activities) will be employed in the sector; by 2020, 2025 and 2030, this figures will be 2.9 million (including 870,000 directly engaged in tourist activities), 3.5 million (including 1.05 million directly engaged in tourist activities), and 4.7 million (including 1.4 million directly engaged in tourist activities), respectively.

- + Investment capital demand: The investment capital demand is USD 18.5 billion for the 2011-2015 period; USD 24 billion for the 2015-2020 period; USD 25.2 billion for the 2020-2025 period; and USD 26.5 billion for the 2026-2030 period.

- Culture: To contribute to conserving and promoting Vietnamese cultural values; to develop the people's physical strengths and improve their intellectual standards and cultural and spiritual lives, and promote solidarity, friendship and national superiority.

- Social security: To create more jobs, contribute to poverty reduction, social security assurance and settlement of social affairs.

- Environment: To develop "green" tourism, combining tourist activities with conserving and promoting natural values and protecting the environment. To maintain the tourist environment as an attractive element playing the decisive role in the quality and value of tourism and tourist brands.

- Security and defense: To contribute to affirming and protecting national sovereignty and territory and maintaining security and social order and safety.

3. Major development orientations

- a/ Tourist market development: To step up the simultaneous development of domestic tourism and international tourism; to attach importance to the market segment of long-stay and high-spending tourists.

- Domestic tourists

- + To strongly develop domestic tourist markets, attaching importance to tourists who

travel for leisure, recreation, weekend rests, religious and belief festivals or shopping.

+ To encourage the development and expansion of specialized tourism markets and business tourism.

- International tourists

+ To attract and strongly develop near markets such as Northeast Asia (Japan, China, Hong Kong, Republic of Korea and Taiwan); ASEAN (Thailand, Malaysia, Indonesia, Singapore, Laos and Cambodia).

+ To enhance the exploitation of high-class traditional markets such as Western Europe, Northern Europe, North America, Oceania, and Eastern Europe (Russia and Ukraine).

+ To expand new markets: Middle East and India.

b/ Tourist product development

- To prioritize the development of main products:

+ To strongly develop the system of marine tourist products which are competitive in the region, including sea resorts, sea sightseeing and marine ecosystems. To exploit the system of coastal islands for tourism development.

+ To prioritize the development of cultural tourist products associated with heritage sites, festivals and sightseeing and lifestyle-exploring tours. To strongly develop culinary tourism. To promote local cultural values as the foundation of typical tourist products.

+ To step up the development of eco-tourist products, attaching importance to grotto exploration, mountain and eco-agricultural and rural tours.

- To develop typical tourist products based on tourism development spaces with prominent unique characteristics so as to build tourist brands for regions with integrated tourist products and destinations.

- To diversify products to serve tourists with different needs such as MICE (Meeting, Incentive, Convention and Exhibition) tourism; urban tourism; educational tourism; sports tourism; convalescence tourism; cruise tourism; and aesthetic tourism.

- To promote association between localities and businesses, regions and economic corridors in order to, in combination with the transport sector as well as regional, inter-regional and international cooperation, form attractive tourist products.

c/ Organization of tourism space

- To develop tourism in 7 regions

+ The northern midland and mountainous region, embracing 14 cities and provinces: Hoa Binh, Son La, Dien Bien, Lai Chau, Yen Bai, Phu Tho, Lao Cai, Tuyen Quang, Ha Giang, Bac Kan, Thai Nguyen, Cao Bang, Lang Son and Bac Giang.

Typical products:

• Back-to-the-origin tourism, tours to explore cultural traits of ethnic minority groups; and the mountain, grotto and midland ecosystems.

• Mountain resorts; weekend retreats.

• Sports and discovery tours.

• Border shopping tours.

Key geographical areas for tourism development:

• Son La - Dien Bien, with such destinations

as Moc Chau, Son La reservoir, Tay Trang international border gate, and Dien Bien Phu and Muong Phang historical relics.

- Lao Cai, with such destinations as Lao Cai international border gate, Sa Pa tourist zone, Phan Xi Pang peak and Hoang Lien national park.

- Phu Tho, with Hung King Temple festival and the system of relics of Hung King era, Thac Ba reservoir.

- Thai Nguyen - Lang Son, with Nui Coc reservoir, Dinh Hoa and Tan Trao former resistance bases, Dong Dang border-gate economic zone and Mau Son tourist resort.

- Ha Giang, with the Dong Van Rocky Plateau global geopark, Meo Vac landscape, Ma Pi Leng and Na Hang.

To develop the system of tourist zones, sites and cities, including 12 national tourist zones, 4 national tourist sites and 1 tourist city (specified in the enclosed list, *not translated*).

In addition, to develop some other important tourist zones and sites such as Xin Man, Sin Ho, Na Hang reservoir, Cam Son reservoir, Son La reservoir.

- + The Red River delta and northeastern coastal region, embracing 11 provinces and cities: Ha Noi, Vinh Phuc, Bac Ninh, Hai Duong, Hung Yen, Thai Binh, Ha Nam, Ninh Binh, Hai Phong and Quang Ninh.

To-be-exploited typical products:

- Cultural tourism in association with the Red River wet-rice civilization.

- Marine and island tourism.

- MICE tourism.

- Eco-agricultural and rural tourism.

- Festival and spiritual tourism.

- Weekend and high-class recreation and entertainment tourism.

Key geographical areas for tourism development:

- Hanoi capital, with a system of historical and cultural relics in the inner city and places of natural landscape in the vicinity.

- Quang Ninh - Hai Phong, with northeastern sea areas and islands, especially Ha Long - Cat Ba, Van Don, Do Son.

- Ninh Binh, with Tam Coc - Bich Dong, Hoa Lu, Trang An, Van Long, Cuc Phuong, Tam Chuc - Ba Sao and the system of relics and scenic spots in the vicinity.

To develop the system of tourist zones, cities and cities, including 9 national tourist zones; 8 national tourist sites and 2 tourist cities (specified in the enclosed list, *not translated*).

In addition, to attach importance to the development of Xuan Thuy national park, Dong Chau, Bach Long Vi, etc.

- + The northern central region, embracing 6 provinces and cities: Thanh Hoa, Nghe An, Ha Tinh, Quang Binh, Quang Tri and Thua Thien Hue.

To-be-exploited typical products:

- Tours to heritage sites and historical and cultural relics.

- Marine and island tourism.

- Eco-tours.

- Border tourism linked with border gates.

Key geographical areas for tourism development:

- Thanh Hoa province and its vicinity, with the national tourist site of Ho Dynasty Citadel, Lam Kinh, Ben En and Sam Son tourist center.

- South Nghe An - North Ha Tinh, with Cua Lo, Kim Lien, Dong Loc, Cau Treo border gate, Hong mountain - Lam river, Xuan Thanh, etc.

- Quang Binh - Quang Tri, with Phong Nha - Ke Bang, Cua Tung and Cua Viet beaches, Con Co islet, Lao Bao border gate and the system of anti-US war relics.

- Thua Thien Hue, with the system of the cultural heritage site of Hue ancient capital and natural landscapes in Lang Co - Canh Duong, Bach Ma, Tam Giang, etc.

To plan the development of a system of tourist zones, sites and cities, including 4 national tourist zones; 6 national tourist sites and 3 tourist cities (specified in the enclosed list, *not translated*).

In addition, to attach importance to developing Cam Luong fish cave, Ben En national park, Pu Mat national park, Huong temple, Con Co, etc.

+ The southern central coast, embracing 8 provinces and cities: Da Nang, Quang Nam, Quang Ngai, Binh Dinh, Phu Yen, Khanh Hoa, Ninh Thuan and Binh Thuan.

To-be-exploited typical products:

- Marine and island tourism.
- Sightseeing tours to relics (the heritage system) in combination with exploring cultural traits (of Champa group and other ethnic

minority groups living on the eastern side of Truong Son range).

- MICE tourism.

Key geographical areas for tourism development:

- Da Nang - Quang Nam, with Son Tra, Hai Van, Hoi An, My Son, etc.

- Binh Dinh - Phu Yen - Khanh Hoa, with Phuong Mai beach, O Loan lagoon, Nha Trang bay, Cam Ranh, etc.

- Binh Thuan, with Mui Ne beach, Phu Quy island, etc.

To plan the development of a system of tourist zones, sites and cities, including 9 national tourist zones, 7 national tourist sites and 4 tourist cities (specified in the enclosed list, *not translated*).

+ The Central Highlands region, covering 5 provinces of Kon Tum, Gia Lai, Dak Lak, Dak Nong and Lam Dong.

To-be-exploited typical products:

- Central Highlands cultural tourism; sightseeing tours to explore the cultural traits of ethnic groups in the Central Highlands.

- Mountain leisure tourism; sightseeing tours to explore the highland ecosystems with such specialties as flowers, coffees and elephants.

- Border tourism linked with border gates and the development triangle.

Key geographical areas for tourism development:

- Da Lat city, with Tuyen Lam lake, Dan Kia - Suoi Vang.

- Dak Lak, with Yok Don national park and the space of Gong culture in the Central Highlands.

• Gia Lai- Kon Tum, with Bo Y international border gate, Mang Den and Yaly.

To plan the development of a system of tourist zones, sites and cities, including 4 national tourist zones and 1 tourist city (specified in the enclosed list, *not translated*).

In addition, to attach importance to developing tourism in such places as An Khe pass relics and Buon Me Thuot city and its vicinity.

+ The southeastern region, embracing 6 provinces and cities: Ho Chi Minh City, Ba Ria - Vung Tau, Dong Nai, Binh Duong, Binh Phuoc and Tay Ninh.

To-be-exploited typical products:

- MICE tourism.
- Cultural, festival and recreational tourism.
- Marine leisure tourism, weekend tourism, sports tourism and shopping tourism.
- Border tourism linked with border gates.

Key geographical areas for tourism development:

• Ho Chi Minh City, with Can Gio shrub forest and the system of cultural and historical relics in the inner city.

• Tay Ninh, with Moc Bai international border gate, Ba Den mount and Dau Tieng reservoir.

• Vung Tau city, with such destinations as Long Hai, Phuoc Hai and Con Dao.

To plan the development of a system of tourist zones, sites and cities, including 4 national tourist zones, 5 national tourist sites and 1 tourist city (specified in the enclosed list, *not translated*).

In addition, to attach importance to developing

tourism in such places as Thac Mo - Ba Ra, Binh Chau, Phuoc Buu and Dinh mount.

+ The Mekong River delta area, embracing 13 provinces and cities: Can Tho, Long An, Dong Thap, An Giang, Kien Giang, Ca Mau, Bac Lieu, Soc Trang, Ben Tre, Tra Vinh, Vinh Long, Tien Giang and Hau Giang.

To-be-exploited typical products:

- Eco-tourism (gardens and submerged land).
- Marine and island tourism.
- Cultural and festival tourism.

Key geographical areas for tourism development:

• Tien Giang - Ben Tre, with Thoi Son tourist countryside.

• Can Tho - Kien Giang, with Phu Quoc island and Ha Tien beach.

• Dong Thap - An Giang, with Long Xuyen quadrangle and Tram Chim national park.

Ca Mau, with such destinations as U Minh, Nam Can and Ca Mau cape.

To develop a system of tourist zones, sites and cities, including 4 national tourist zones and 7 national tourist sites.

In addition, to attach importance to such places as Ba Dong and Vinh Long.

- To develop a system of tourist routes

+ Air routes: From national airports and other important airports.

+ Land routes: Along the system of national highways linking tourist zones and Ho Chi Minh road.

+ Sea routes: Linking coastal islands and

such routes as Da Nang - Hoang Sa; Nha Trang - Truong Sa and Ho Chi Minh sea trail.

+ River routes: Along the systems of Red River and Mekong River.

+ Railway routes: The north-south route; Hanoi - Hai Phong; Hanoi - Lao Cai and Hanoi - Lang Son routes.

To attach importance to developing sea routes and land routes along the borders.

+ Specialized tours: Tours to explore the culture of Vietnamese ethnic groups; marine and island exploration tours; heritage tours; mountain and forest eco-tours; MICE tourism; craft village tours; community, agricultural and rural tourism; cruise tourism; river and lake tours; festival and religious and spiritual tours.

+ Transnational tours linking Vietnam, Laos, Cambodia, Thailand, China, etc..

d/ Tourism development investment

- Total investment capital is VND 1,931 trillion (equivalent to USD 94.2 billion according to the current exchange rate), in which:

+ State budget funds, including ODA capital, account for 8-10%.

+ Funds from the private sector, including FDI capital, account for 90-92%.

- Investment priority fields:

+ Development of a synchronous and modern system of tourism infrastructure.

+ Development of competitive tourist products and national tourist brands.

+ Development of tourism human resources.

+ Development of natural resources and protection of tourist environment.

+ Development of tourist zones and sites.

- Areas enjoying concentrated investment: National tourist zones, national tourist sites and tourist cities, prioritizing those in deep-lying, remote and border areas and islands.

- Investment phases:

+ 2011-2015: VND 372 trillion (USD 18.5 billion).

+ 2016-2020: VND 482 trillion (USD 24 billion).

+ 2021-2025: VND 506 trillion (USD 25.2 billion).

+ 2026-2030: VND 533 trillion (USD 26.5 billion).

- Investment programs and projects:

To concentrate investment in priority programs; to promulgate together with this Decision a list of investment priority programs and projects (*not translated*).

dd/ Organization of tourism business activities

- Travel business: To enhance the provision of travel services so as to attract, receive and serve inbound international tourists and, at the same time, serve Vietnamese people taking domestic or overseas tours; to step up tours linking tourist attractions and service systems within the destination places.

- Accommodation business: To expand, and improve the quality of, tourist accommodation establishments, attaching importance to high-quality accommodation with diverse additional services and raising the quality of services so as

to meet tourists' increasingly high demands.

- Catering services: To expand and develop different forms of culinary services and traditional dishes. To form chains of branded restaurants in the international market and raising the status of Vietnamese culinary culture.

- Tourist zones and sites: To attach importance to developing business activities at national tourist sites and sites and expanding business at local tourist zones and sites.

- Recreation and entertainment: To further expand and develop high-class recreational and entertainment services, especially in national tourist sites and major cities.

4. Groups of solutions for implementation of the master plan

a/ Solutions on mechanisms and policies

- Regarding tourism development investment: To adopt policies to prioritize investment in infrastructure development and policies to encourage investment in developing modern recreation and entertainment centers; and to implement the policy of socialization of tourism development investment.

- Regarding taxes: To provide soft loans for approved priority projects; to offer incentives applicable to export production and business lines to international tourism business and adopt appropriate tax policies, especially land tax for tourist sites and import duty on high-class equipment, devices and means of transport used for tourism; to revise and adjust tax, charge and fee calculation methods; and to uniformly apply the one-price policy.

- Regarding marketing: To provide budget funds for market research activities; to increase

budget funds for, and promote socialization of, tourism promotion and advertisement activities; and to adopt policies and mechanisms suitable to prices and other conditions to properly exploit the domestic tourist markets in both urban and rural areas.

- Regarding entry, exit and customs: To further reform entry and exit procedures to be more convenient for tourists.

- Regarding socialization of tourism: To encourage the development of community tourism and responsible tourism, especially in deep-lying and remote areas and islands; to encourage the contribution of revenues from tourism for the conservation and restoration of ecological and cultural values, development of green tourism and climate change adaptation.

- Inter-regional and inter-sectoral coordination mechanisms: To encourage intra-regional and inter-regional association in implementing the master plan, developing tourist products, promoting tourism and investment and building tourist brands; to step up the development of regional tourism development organizations; to develop and promote inter-sectoral and inter-regional coordination and price support mechanisms among related sectors.

b/ Solutions on raising investment funds

- To increase, and improve the effectiveness of, state budget investment in tourism development, specifically:

- + Determining an appropriate investment capital structure for each region, assuring that 8-10% of investment capital will come from the state budget.

+ Concentrating funds for building infrastructure in tourist zones and integrating tourism development into national target programs.

+ Further mobilizing ODA capital through borrowing foreign preferential loans or issuing government bonds for great works such as airports, expressways and tourist ports, making use of international supports to call for non-refundable aid for long-term development programs.

- To mobilize to the utmost capital sources to meet the capital demand for tourism development investment:

+ Mobilizing to the utmost capital sources; making the fullest use of financial sources from the population and financial potential of domestic and overseas organizations to assure sufficient capital sources with 90-92% from the private sector.

c/ Solutions on human resources

- To elaborate and implement national and local master plans on development of tourism human resources.

- To develop a network of tourism training institutions so as to meet the increasing workforce demands of the sector.

- To associate training institutions and tourism businesses in providing training to meet at businesses' needs.

- To formulate standards and standardize tourism human resources.

- To formulate and announce standards applicable to, and standardize, tourism training schools so as to improve their training capacity

up to regional vocational standards.

d/ Solutions on tourism promotion and advertising

- To increase capacity, apparatus and mechanisms for tourism promotion and advertisement activities: To reorganize the apparatus of the Vietnam National Administration of Tourism, focusing on the function of tourism promotion and assuming a task of risk management; to form tourism promotion and advertising centers in key tourist localities and overseas markets; to increase budget funds for tourism promotion and advertising and building of the national tourist image and brands.

- To strongly professionalize tourism promotion and advertisement activities: To concentrate efforts on conducting promotion and advertisement activities under key campaigns in conformity with the orientations on development of tourist products and brands; to formulate a mechanisms for intra-sectoral and inter-sectoral coordination, boosting socialization of tourism promotion and advertisement activities; to make the fullest use of media power and mobilize the cooperation of overseas diplomatic representative missions and communication via social networks.

dd/ Solutions on management and planning

- To improve legal documents on planning.

- To consolidate the state management apparatuses of tourism at all levels through the formation of management boards of tourist zones and sites.

- To survey, evaluate, classify and manage tourist resources.

- To organize the formulation of master plans and plans.

- To improve the capacity of tourism administration under planning for different authorities and sectors.

e/ Solutions on application of science and technology

To actively apply scientific and technological advances in the management and operation of tourist activities, including:

- Improving the system of tourist databases and statistics.

- Building the capacity of scientific and technological research and application.

g/ Solutions on international cooperation

- To effectively implement cooperation activities: To proactively and effectively implement bilateral and multilateral cooperation agreements already signed.

- To multilateralize and diversify forms of cooperation: To expand cooperation with other countries and territories; to diversify cooperation channels; to expand, increase and officialize cooperation with international organizations.

- To take the initiative in calling for financial assistance: To take the initiative in formulating and proposing development projects funded with international capital sources; to coordinate with localities and sectors in proposing lists of specific projects calling for financial assistance.

h/ Solutions on protection of natural resources and the tourist environment

- To conduct education and public information to raise the awareness about the role and significance of tourism and of natural

resources and the environment in tourist activities.

- To apply technical advances to control environmental issues and manage and develop natural resources.

- To apply measures to encourage eco-friendly tourist activities, protect and promote the values of natural resources and the environment; and at the same time, to strictly sanction activities that harm natural resources and the tourist environment.

- The State provides financial supports for the protection of natural resources and the environment.

i/ Solutions on climate change response

- To raise public awareness about the impacts of climate change.

- To build the capacity of adapting to and mitigating the impacts of climate change.

Article 2. Organization of implementation of the master plan

1. The State Steering Committee on Tourism

The State Steering Committee on Tourism shall assist the Prime Minister in directing related ministries, sectors and localities in settling inter-sectoral and inter-regional issues arising the course of implementing the master plan.

2. The Ministry of Culture, Sports and Tourism:

- a/ To assume the prime responsibility for organizing the implementation of the master plan; to publicize the master plan nationwide and assign specific tasks to the Vietnam National

Administration of Tourism and its functional units.

b/ To assume the prime responsibility for formulating and implementing master plans on development of tourist areas, national tourist zones and sites; to organize preliminary and final reviews of the implementation of, and adjust (when necessary) these master plans.

c/ To direct the Vietnam National Administration of Tourism in:

- Formulating and organizing the implementation of action plans for tourism development for every five-year period; integrating the master plan with tourism development plans, programs and projects nationwide.

- Guiding localities to formulate their local tourism development master plans and master plans on local tourist zones and sites.

- Assuming the prime responsibility for formulating and implementing master plans on tourist areas, national tourist zones and sites.

- Conducting annual preliminary reviews and proposing appropriate policies and adjustments to the master plan to suit reality.

- d/ To direct specialized culture and sports units to advise on the formulation and implementation of cooperation and assistance policies, master plans, programs, schemes and projects to meet the requirements of the master plan on Vietnam's tourism development.

3. Ministries, ministerial-level agencies and government-attached agencies

To propose to the Government or the Prime Minister for approval their sectoral

development master plans in conformity with the national tourism development master plan; to integrate national target programs and sectoral action plans with the master plan on tourism development; to effectively coordinate with the Ministry of Culture, Sports and Tourism in settling inter-sectoral matters.

a/ The Ministry of Planning and Investment and the Ministry of Finance shall perform tasks and functions related to the determination of state investment in tourism, mechanisms and policies on tourism investment, taxes and preferential credit and creation of capital balances and determination of the proportion of state budget expenditures for implementation of the master plan on tourism development.

b/ The Ministry of Transport and the Ministry of Construction shall perform tasks and functions related to infrastructure development and means of transport, especially air and sea transport, traffic safety and construction planning in association with tourism development.

c/ The Ministry of Information and Communications, Vietnam Television, Vietnam News Agency and the Voice of Vietnam shall perform tasks and functions related to information management and multimedia communication about tourism; application of information and communication technologies in tourist activities, especially tourism promotion and advertisement and online tourist transactions.

d/ The Ministry of Natural Resources and Environment, the Ministry of Science and Technology and the Ministry of Health shall perform tasks and functions related to the planning of land areas for tourist activities;

protection of the tourist environment, climate change response, standards and regulations on or related to tourism, food hygiene and safety, copyright and intellectual property right.

4. Provincial-level People's Committees

- To coordinate with the Ministry of Culture, Sports and Tourism in elaborating and implementing master plans and detailed plans on tourism development in the localities; to manage tourist development as planned.

- To conduct education and public information to raise people's awareness about tourism; to direct local authorities in protecting natural resources and the tourist environment.

5. Tourism businesses and associations and other social organizations

- Based on the national master plan on tourism development, businesses shall take the initiative in elaborating and implementing detailed plans on tourist zones and sites and tourism development investment projects.

- Tourism associations and other social organizations shall, within the ambit of their functions and operation, grasp and specify the objectives, viewpoints and orientations of the master plan into their action plans.

- Communities shall actively participate in tourist activities such as provision of community tourism services, conservation and sustainable exploitation of natural resources and protection of the tourist environment under tourism development master plans.

Article 3. This Decision takes effect on the date of its signing.

Article 4. Ministers, heads of ministerial-level agencies, heads of government-attached agencies and chairpersons of provincial-level People's Committees shall implement this Decision.-

For the Prime Minister
Deputy Prime Minister
NGUYEN THIEN NHAN