

THE PRIME MINISTER

Decision No. 321/QĐ-TTg of February 18, 2013, approving the national action program on tourism for the 2013-2020 period

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. To approve the national action program on tourism for the 2013-2020 period (the Program), with the following principal contents:

1. Objectives of the program

a/ General objectives

- To contribute to achieving the objectives set forth in the strategy for development of Vietnam's tourism through 2020, with a vision toward 2030. To strive for the target that by 2020, tourism will be basically developed into a spearhead and professional industry with fairly complete and modern technical and physical foundations and high-quality, diverse and branded tourist products deeply imbued with national cultural identity, and capable of

competing with other countries in the region and the world;

- To build a system of tourist products based on resource advantages along the line of attaching importance to investment in improving service quality, promoting prominent values of tourism resources of regions and areas and assuring the principle of sustainable tourism development. To develop highly competitive tourist products suitable to target markets of Vietnam's tourism, attaching importance to the markets of high-spending and long-stay tourists;

- To build national tourism brands, brands of regional tourist products and brands of typical types of tourism indicative of localities and businesses, find a niche for Vietnam's tourism brands at home and abroad with a view to raising the competitiveness of Vietnam's tourism in the region and the world, and increase the effectiveness of tourism business and actively contributing to the national socio-economic development.

- To increase tourism administration capacity through consolidating the state management apparatus; to perfect institutions and policies and enhance inter-sectoral coordination to facilitate tourism development; and to increase the effect and effectiveness of state management and the quality of officials performing the state management of tourism from the central to local levels.

b/ Specific objectives

- To attain the targets on tourist arrivals and total revenues from tourists set forth in the strategy for development of Vietnam's tourism through 2020, with a vision toward 2030: By 2015, to attract 7-7.5 million international

tourist arrivals, serve 36-37 million domestic tourist arrivals and earn a total revenue of USD 10-11 billion. By 2020, these figures will respectively be 10-10.5 million, 47-48 million and USD 18-19 billion;

- By 2015, some 20 typical and high-quality tourist products with particular features will be developed and transferred to localities for management and commercialization. By 2020, this figure will be 50. On average, at least 5-6 typical tourist products suitable to each key market or group of key markets of Vietnam's tourism and 3-4 high-quality tourist products for the domestic tourist market will be annually developed. Priority will be given to the development of products of sea and island tourism, cultural tourism, community tourism and eco-tourism along the direction of sustainable development, while special attention will be paid to tourism development in ethnic minority areas;

- By 2015, to develop and operate at least 5 tourism quality management programs such as those on management of tourist accommodation service quality; management of travel service quality; management of service quality at tourist zones and sites; management of the quality of tourist transportation services; and management of the quality of other services;

- By 2015 and 2020 respectively, to increase the quality of 30% and 70% of tourist products of tourist zones and sites nationwide.

- To support 30% of international travel companies in commercializing and developing tourist products by forming associations to jointly develop and commercialize a type of tourist product, share a key international tourist market or jointly implement a tourism

stimulation program in coordination with airlines, services providers and shopping centers.

- By 2020, to support 100% of national tourist zones and sites and key tourist areas in implementing the program on improving the quality of the tourist environment (both naturally and humanely) so as to contribute to increasing the quality of tourist services;

- By 2015, to build 3-4 regional tourism brands and carry out brand development activities; by 2020, to build brands and carry out brand development activities for 7 tourist regions of Vietnam;

- By 2020, to support the building of 30 brands for typical types of tourism of localities and enterprises;

- By 2015, 90% of central-level officials performing the state management of tourism will be trained in tourism administration, foreign languages and informatics and provided with updated knowledge in conformity with their working requirements; 50% of officials in sectors related to tourism such as customs, police, border guard, etc., will be trained in and updated with information on, and behavior patterns applied in, the tourism sector; by 2020, 100% of local-level officials performing the state management of tourism will be trained in professional knowledge on tourism.

2. Subjects, scope and duration of implementation of the Program

a/ Subjects

The Ministry of Culture, Sports and Tourism shall act as the agency in charge of implementing the Program on the basis of coordinating with related ministries, sectors

and localities in implementing inter-sectoral activities to facilitate and accelerate tourism development.

b/ Scope

The Program will be implemented nationwide on the basis of the master plan on development of Vietnam's tourism and the master plan on development of Vietnam's tourist regions.

c/ Implementation duration

The Program will be implemented from 2013 through 2020. To conduct the preliminary and final review of the Program in 2015 and 2020, respectively.

3. Activities under the Program

a/ Supporting the development of tourist products

- To study target markets of Vietnam's tourism so as to direct the development of appropriate tourist products.

+ To study, survey and collect information about the domestic tourist market to serve the development of tourist products to meet the domestic tourism demand and increase the domestic tourism demand toward cultural, ecological, convalescent, weekend and shopping tours;

+ To study, survey and collect information about the international tourist market to serve the development of tourist products suitable to the tastes of key markets of Vietnam's tourism already identified in the strategy for development of Vietnam's tourism through 2020, with a vision toward 2030;

- To support the development of tourist products suitable to target markets of Vietnam's tourism on the basis of tapping tourism resource advantages and making the full use of typical

characteristics of 7 tourist zones in Vietnam;

+ To evaluate the current status of tourist zones and sites proposed for recognition at the national or local level so as to serve the management and development of tourist products.

+ To conduct researches and organize surveys, seminars and expert consultations to select and develop high-quality, typical tourist products with particular features following the themes of National Tourism Years, thus creating a highlight for attracting tourists, assuring targeted investment in developing and achieving effectiveness of the exploitation of resources. To combine development with sale of tourist products by travel companies. To transfer models of commercializing, managing and controlling the quality of tourist products to localities. To give priority to the development of the following products:

. Tourist products which are Vietnam's advantages such as sea and island tourism, cultural tourism and eco-tourism;

. Theme tourist products serving National Tourism Years; tourist products benefiting from the advantage of transportation such as seaway, airway, railway, road and riverway tourist routes; and some other supportive tourist products such as meeting, incentive, convention and exhibition (MICE) tourism, culinary tourism, golf tourism and healthcare tourism;

. Tourist products based on strengths brought about by regional associations and transnational tourist products.

- To improve the quality of tourist services

+ To improve service quality through a number of activities:

- Supporting the elaboration of a scheme on rational exploitation of tourism resources and sustainable development of a number of national tourist zones and sites.

- Elaborating and implementing service quality control programs in hotel, restaurant, travel, tour guiding, tourist transportation and other tourist services;

- Guiding, inspecting and supervising the building of standard restrooms for tourists at tourist zones and sites by localities.

- + To improve the quality of the tourist environment (naturally and socially)

- Coordinating with ministries and sectors in implementing communication and education campaigns to raise awareness about tourism and protection of tourism resources and improve public awareness about cultural and civilized behaviors in tourist activities;

- Elaborating and implementing plans on inter-sectoral coordination, enhancing the role of localities in assuring order, sanitation, security and safety for tourists at tourist zones and sites; formulating mechanisms of coordination and sharing of benefits and responsibilities among local communities and businesses in protecting resources and the environment at national tourist zones and sites;

- Elaborating and implementing action plans on “sanitation-civilization-politeness” in tourist activities in localities.

- + To support the improvement of quality of tourism human resources

- Coordinating with ministries, sectors, tourism training institutions and provincial-level Culture, Sports and Tourism Departments nationwide in stepping up the elaboration and

application of tourism professional skill criteria according to international standards; scheme on standardization and finalization of framework programs on training in tourism profession and framework programs on training in tourism professional skills. Guiding and supervising the application of approved tourism professional skill criteria and framework programs;

- Organizing periodical programs to train and update information and knowledge for tourism workers, attaching importance to programs on training on-site tour guides and tour guides in the Party’s and State’s lines and policies on tourism so as to improve the quality of tour guiding services;

- Organizing a number of programs on training and re-training in tour organization and service skills for tourist businesses and local communities for them to develop tourist products in a sustainable manner;

- Organizing periodical skill and expertise contests in the tourism sector, focusing on hotel, restaurant, travel and tour guiding business so as to improve professional qualifications and promote the development of tourism human resources;

- Organizing examinations for grant of tour guide and on-site tour guide cards.

- To support tourist product distribution channels and implement tourism stimulation programs so as to attract tourists.

- + To support the system of distribution channels for Vietnam’s tourist products

- Elaborating a scheme on coordination among national and local tourism administration agencies, tourist zone, route and site management units and tourist businesses to

advertise tourist products in target markets:

- . Organizing activities in honor of travel agencies sending tourists from target markets to Vietnam and businesses receiving international tourists from such markets coming to Vietnam;

- . Supporting the marketing of tourist products in target markets through a distribution system comprising domestic and overseas travel agencies.

- + To implement a number of tourism stimulation programs

- . Organizing and launching a number of sales promotion, service discount and tourism stimulation programs with the participation of localities and service providers operating in and outside the tourism sector so as to further attract inbound international tourists and promote domestic tourism in off-peak seasons or time when tourism is adversely affected by objective conditions;

- . Coordinating with the Ministry of Industry and Trade in implementing periodical programs on sales promotion in combination with tourism promotion in order to attract tourists and increase their spendings;

- . Coordinating with ministries, sectors and localities in studying and proposing the Prime Minister to apply a number of special, specific policies for tourists from certain markets or market segments or groups of tourists booking tours via Vietnam's international travel agencies.

b/ Developing Vietnam's tourism brands

- To build tourism brands

- + To build a brand identification system for Vietnam's tourism

- . Studying and building a brand identification system covering national, regional and local tourism brands, brands of tourist products and brands of tourist businesses;

- . Conducting surveys, researches and seminars to collect opinions of consultants and travel agencies and specific market research results to serve the building of Vietnam's tourism brands.

- . Studying, formulating and proposing policies and mechanisms to protect, share benefits brought about by, and develop, tourism brands after they are recognized.

- + To build and develop a system of national tourism brands

- . Supporting regions, localities and businesses in building and developing their tourism brands;

- . Organizing contests for selection and conferment of titles in the tourism sector such as selection and conferment of the title of typical entrepreneur in the tourism sector, selection and conferment of awards of top travel businesses, hotels, transport service providers, tourist zones, tourist sites, rest stops and tourist shopping centers, etc., so as to improve the quality of services and affirm Vietnam's tourism brands; to organize culinary contests and other competitions in the tourism sector.

- To conduct brand positioning and communication activities for Vietnam's tourism

- + To improve the quality of tourism brand communication activities.

- . Studying and applying information technology in the building and advertising of Vietnam's tourism brands;

. Building a databank in service of brand communication activities for Vietnam's tourism;

. Formulating a mechanism for hiring professional consultants, event organizers and advertising companies to conduct some overseas promotion campaigns for Vietnam's tourism brands.

+ To organize big tourism programs and events at home as brand communication activities for Vietnam's tourism

. Organizing public relation activities and brand communication programs for Vietnam's tourism in the mass media, tourist centers and areas with a large number of tourists such as airports, ports, stations, and along highways or roads leading to tourist zones;

. Organizing online conversations and talk shows in the mass media about development of tourism brands;

. Coordinating in organizing international large-scale cultural-tourism, sports-tourism programs and events in Vietnam to promote Vietnam's tourism brands, attaching importance to brand communication activities in combination with the themes of National Tourism Years;

+ To organize overseas communication events to promote tourism brands and the image of Vietnam as a destination

. Coordinating with overseas Vietnamese representative agencies in organizing campaigns to advertise brands and images of Vietnam as a tourism destination and programs and events to introduce and promote brands and products of Vietnam tourism; organizing "Vietnam week", "Vietnam day" or cultural-tourism festivals in

target markets; or organizing meetings with overseas Vietnamese associations in foreign countries in order to encourage and attract overseas Vietnamese to return to their native country for visiting, introduce Vietnam to their foreign friends and get them interested in visiting Vietnam; implementing advertising campaigns for Vietnam's tourism brands through the systems of Vietnam restaurants overseas;

. Producing symbolic publications and articles serving brand communication activities for Vietnam's tourism in key tourist markets;

. Inviting foreign film makers to the country to make films on Vietnam's tourism for broadcasting in the key markets of Vietnam's tourism;

. Inviting travel agencies sending a large number of tourists to Vietnam and large news and press agencies to visit Vietnam for brand survey and communications for Vietnam's tourism;

. Inviting world famous celebrities in economics, politics, music, entertainment, sports and film industry to visit Vietnam for brand communications for Vietnam's tourism.

c/ Perfecting the system of law and policies related to tourism

- To review, adjust, supplement, perfect and disseminate contents of the Tourism Law, guiding documents and other tourism-related documents in service of tourism administration;

- To create legal grounds for administratively sanctioning managers of tourist zones and sites which violate regulations on assurance of tourist environmental sanitation, security and safety for tourists;

- To study, formulate and propose mechanisms and policies for tourism development: policies to attract investment in key tourist areas and development of new types of tourism; investment in the upgrading of tourist service providing establishments; promotion of investment in new technologies in the fields of travel business management, transportation, hotel and tourism promotion; to additionally study and propose specific mechanisms for regions, areas and cities so as to create resources and effectively conduct planning activities.

- To conduct other activities in order to build managerial capacity for the tourism sector

+ To build and effectively use the tourism sector's database in service of management work;

+ To formulate and apply a system of professional standards and regulations on tourist service quality control according to international standards;

+ To formulate and apply processes and mechanisms for inspection and supervision of tourist service quality through a system of accredited professional standards and regulations;

+ To consolidate the system of tourism statistics and apply the system of satellite accounts according to regulations of the United Nations World Tourism Organizations (UNWTO) in tourism statistics in service of management and policy-making work;

+ To study and apply new technologies in tourism administration and development. To build and upgrade software for state management agencies in charge of tourism.

- To review and implement inter-sectoral,

inter-regional and transnational coordination activities to facilitate tourism development.

d/ Consolidating the organizational system and improving the capacity of tourism administration officials

- To consolidate the system of tourism administration organizations

+ To perfect the organizational apparatus and improve the capacity of central tourism administration agencies. To consolidate the apparatuses of agencies in charge of examination, inspection and supervision of tourism quality and form organizations specialized in supervising and expertizing the quality of tourist services;

+ To increase the capacity of research, press and information, and tourism agencies at the central level;

+ To support and increase tourism administration capacity for provincial-level Culture, Sports and Tourism Departments; to perfect the apparatuses of local agencies in charge of tourism resource and destination management and tourism promotion;

+ To review and consolidate the organization and mechanisms of coordination among ministries, sectors and localities in removing difficulties and creating conditions for tourism development.

- To conduct activities to increase the capacity of central and local tourism administration officials through programs on professional knowledge, managerial operation, skill and foreign-language training; to provide re-training in tourism administration, tourism promotion, cultural behaviors and updated knowledge for officials of local administrations

(of provincial, district and communal levels), officers performing tourism-related jobs in public security, customs and border guards, cultural and historical relic management boards and tourist zone and site management boards.

4. Solutions for implementing the Program

- To enhance the leadership and direction of Party committees and administrations at all levels and state management agencies in charge of tourism in tourism development activities.

- To intensify public information to raise awareness about tourism, and mobilize the participation of people, local communities and social organizations in tourism development.

- To set up a system for surveillance of tourism resource exploitation so as to assure sustainable tourism development. To review and finalize master plans on the use of tourism resources and master plans on tourism development.

- To elaborate plans on training and raising state management capacity for tourism administration officials from the central to local levels and officials of other tourism-related sectors such as customs, security and tax, and tourism administration officials in deep-lying and remote areas with developed tourism resources.

- To review, elaborate and implement cooperation programs between the Ministry of Culture, Sports and Tourism and other ministries and sectors so as to facilitate tourism development.

- To formulate a mechanism for close association with the private sector and public-private partnership models; to encourage the participation of socio-political and socio-professional organizations, non-governmental

organizations and the community in tourism development.

- To formulate mechanisms to mobilize the participation of all economic sectors in building tourism infrastructure, developing a system of tourist products and improving the quality of tourist services.

- To increase scientific researches serving forecast, planning and policy-making work in service of tourism development management and direction.

- To get the best of international cooperation in technical assistance, funds and experiences in the elaboration and implementation of professional training and re-training programs for tourism development.

5. Funds for the Program implementation

- Funds for the Program implementation are raised from the central budget, local budgets, contributions of enterprises and other lawful sources, of which state budget funds are allocated within state budget estimates of ministries, central agencies and localities according to the current state management decentralization;

- When elaborating its annual state budget plans, the Ministry of Culture, Sports and Tourism shall estimate funds for the Program implementation for sending to the Ministry of Finance for subsequent submission to competent authorities for consideration and decision according to the Law on the State Budget;

- From 2013 on, the Ministry of Finance is assigned to allocate state budget funds for the Program implementation as estimated by the Ministry of Culture, Sports and Tourism.

Article 2. Organization of the Program implementation

1. The Ministry of Culture, Sports and Tourism shall:

- Act as the agency in charge of implementing the national action program on tourism for the 2013-2020 period;

- Assume the prime responsibility for, and coordinate with others in, formulating mechanisms and policies to manage, administer and guide the Program implementation and submit them to the Prime Minister for promulgation or promulgate them according to its competence;

- Coordinate with the Ministry of Finance in elaborating the Regulation on management and use of funds for the Program implementation; to formulate a financial mechanism to raise non-state budget funds for the Program implementation;

- Based on the Program and current regulations, direct the formulation of, and approve according to its competence, specific projects (covering projects' objectives, requirements, tasks, resource demands, implementation schedules and assignment of responsibility), and elaborate, approve and implement annual plans on the Program implementation;

- Annually estimate funds for the Program implementation according to the Law on the State Budget with regard to central budget-funded activities and send such estimates to the Ministry of Finance for submission to competent authorities for consideration and decision; coordinate with the Ministry of Finance in estimating funds for performance

of tasks covered by local budgets and non-state budget sources;

- Inspect, supervise and preliminarily review the Program implementation on a regular basis;

- Annually summarize and report on the implementation results of the Program to the Prime Minister and propose the settlement of problems falling beyond its competence;

- In the fourth quarter of 2015, organize preliminary review and assessment of the Program implementation and report results to the Prime Minister; conduct final review of the Program implementation in the fourth quarter of 2020;

- Assign the Vietnam National Tourism Administration to act as the unit in charge of implementing activities under the Program, proactively coordinate with related units in conducting a number of activities to increase the effectiveness of the Program; to conduct annual reviews, and propose appropriate measures to adjust the Program so as to attain set objectives.

2. The Ministry of Finance shall:

- Based on implementation schedules of projects, allocate funds for the Program implementation according to the Law on the State Budget.

- Assume the prime responsibility for elaborating the regulation on management and use of funds for the Program implementation.

3. The Ministry of Planning and Investment shall:

Coordinate with the Ministry of Finance and the Ministry of Culture, Sports and Tourism in studying, elaborating and promulgating

a financial mechanism for mobilizing non-state budget resources for the Program implementation.

4. Other ministries and sectors shall:

Within the ambit of their assigned management domains, coordinate with the Ministry of Culture, Sports and Tourism in implementing activities to facilitate and accelerate tourism development.

5. Provincial-level People's Committees shall:

- On the basis of the Program, annually elaborate plans and allocate funds for the Program implementation in their localities.

- Formulate and implement provincial-level action plans for the Program implementation and implement schemes and projects to implement the Program in their localities; review and adjust relevant local master plans and plans.

- Direct provincial-level Culture, Sports and Tourism Departments and related departments and sectors in elaborating programs on coordination with central state management agencies in charge of tourism in implementing the national action program on tourism.

- Conduct public information about the Program in their localities;

- Take the initiative in mobilizing resources and integrate the Program with tourism-related projects in their localities so as to achieve objectives set in the Program.

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