

PRESS RELEASE

Hanoi, May 29th 2012

On May 29th, 2013, the second meeting of the Tourism Advisory Board (TAB) took place in Hanoi which was convened to discuss about the TAB's organisational and operational procedures. The activity is a part of the work plan of the European Union funded "Environmentally and Socially Responsible Tourism Capacity Development Programme" (also known as the ESRT Programme).

Established in November 2012, the TAB is a major breakthrough in the professionalising of the Vietnam tourism industry, providing consultancy and solutions to the Vietnam National Administration of Tourism (VNAT) to maximize the industry's potential with the aim of making Vietnam an attractive global destination for both international and domestic tourists.

In this second meeting, members of the TAB clarified their core functions and duties, provided tourism forecasts for Vietnam, and proposed tourism development orientations on the basis of world tourism trends and the principles of Responsible Tourism (RT), in order to ensure sustainable growth of the sector. The Board also agreed to identify and examine specific problems facing the tourism industry and plans to conduct surveys and evaluations on travel, tourism, hospitality and other relevant activities, as well as provide recommendations on specific and feasible solutions to any identified problems and needs.

Recognising some challenges for tourism in Vietnam, the TAB members debated the feasibility of a more relevant, structured approach to promote Vietnam as a tourist destination, as well as ways to develop and implement the tourism marketing strategy effectively for the country, also the main topic to be discussed in the forthcoming National Marketing Conference, to be held on May 30th, 2013 as a joint collaboration - between VNAT and the ESRT Programme.

Addressing the meeting, Mr. Nguyen Van Tuan, Chairman of VNAT committed that the organisation would try its best to facilitate to the full extent of TAB's operation, and carefully consider its feedback regarding the management of VNAT, in order to enhance its professionalism and effectiveness in national tourism management in general, as of VNAT in particular.

→ TAB PROFILE

Established on November 27th, 2012, the TAB aims to increase Vietnam's competitive advantage as a sustainable tourism and travel destination by developing and facilitating public – private partnership and public – private dialogue. The Board works to leverage the country's public and private resources, promote dialogue and information/knowledge sharing between tourism businesses and national tourism organisations, in order to create a cohesive and comprehensive industry strategy.

The TAB consists of more than 20 "big-guns" in the tourism industry, ranging from the CEOs of hotels, travel agencies, transportation businesses, chairmans of tourism associations, leaders of training institutions, representatives from the Vietnam Chamber of Commerce and Industry and EuroCham, to high ranking officials from the public sector. The TAB provides advice to VNAT to better enable the industry to overcome obstacles in tourism development.



→ ABOUT THE ESRT PROGRAMME

The ESRT Programme is the biggest tourism technical support programme in Vietnam funded by the European Union with 11 million Euros with the Vietnamese Government contributing 1.1 million Euro. The Programme is being implemented from 2011 to 2015 with the Ministry of Culture, Sports and Tourism as the Executing Authority, and the Vietnam National Administration of Tourism as the Implementing Agency.

The five key strategic pillars of the ESRT Programme are: Policy Support and Institutional Strengthening; Establishing useful Organisational Structures and Networks between the public and private; Developing a Skilled Tourism Labour Force; Improvement of Tourism Competitiveness; and Awareness Raising for Responsible Tourism.

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