

COUNTRY ANALYSIS

Vietnam



STRENGTHS:

First thing to mention is that, Vietnam is attracting a huge number of domestic and foreign tourist because of its diverse natural beauty from The North to the South. Vietnam possesses a wide range of breathtaking mountains with rice terrace, a long coastline, unique typology of caves and bay, There are some examples to list out: Ha Long Bay (one of 7 natural wonders in the world), Sapa (beautiful mountains and rice terrace), Ninh Binh (historical destination with natural tourism complex), MeKong delta, Hoi An and so on.

It is also worth pointing out that Vietnam has a rich traditions and cultures. It is home of 54 ethnic groups with different characteristics which are worth discovering. Also, each of them has their own kinds of unique festivals.

The majority of tourists listed out that people are the most important part when they visit a country. And coming to Vietnam, they feel the welcoming, hospitality and friendliness.

Cuisine: Another point to attract tourists coming to Vietnam is the great cuisine. It is healthy and tasty. Also, together with the difference in landscape and culture, the cuisine is different from North to Center to South of Vietnam, making tourists excited in discovering it.

History: Vietnam has a long history and it is known by fighting back the Americans. Due to the glory in fighting back 2 big countries, French and America, tourists are attracted to learn more about this country

Besides that, the reasonable price is one of another factor to attract tourists to Vietnam. The price of lodging, food and transportation is relatively cheap.

Political is really stable, therefore, it is safe - no attack, no terrorists. It is another important key for helping tourists make their decisions.



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WEAKNESSES:

TOURISM IN GENERAL

Little effort in promotion: Every year the budget for promotion is \$2 mil which is about 2.9 percent of Thailand's investment in tourism promotion, 2.5 percent of Singapore and 1.9 percent of Malaysia.

Poor hygiene (especially the toilet and bathroom system), and also in food making.

The bad reputation that tourists are overcharged, or not good service.

There are no clear instruction signs in English. The public transportation system is not easy for tourists to go around or navigate.

CBT

Mostly, the people running their own CBT model are not well trained, therefore, they lack of many skills (management, operation,...)

CBT models normally do not have good marketing plan or channel. Therefore, in many models, tourists are hardly be able to find them

The activities in CBT models most of the time do not look professional. Understanding that tourists have opportunities to experience local life and authenticity, It is still a minus point



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OPPORTUNITIES:

There is huge opportunity for tourism in Vietnam, especially for CBT when more and more tourists are coming to Vietnam. Vietnam's tourism industry continues to rank amongst the fastest-growing tourist destinations in the world, with revenue in 2018 reaching VND620 trillion (US\$26.75 billion), up VND110 billion (US\$4.75 billion) compared to 2017 (Jan 2019). In 2018, international arrivals to Vietnam reached 15.5 million, up 2.7 million compared to 2017.

Secondly, more and more tourists concern about their impact to local community economy, culture, life and look for more authentic experience, it gives a great opportunity to develop CBT and attract more people.

Thirdly, currently in Vietnam, the government understand the needs of developing CBT and empower the local people to run their own. It becomes easier for local people to start CBT models and get a lot of support from the local authority.



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THREATS:

Challenges can be:

Ensure that the tourism industry achieves its full potential, the government needs to focus on infrastructure development, including airports and accommodation.

Competition of CBT with the other packages

Infrastructure

The tourism industry has developed so rapidly in the last few years, that qualified labor has been unable to serve the growing number of tourists. Tourism schools in Vietnam account for only 60 percent of the industry's demand, which has led to a shortage of qualified workers.



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