

## VIETNAM



Capital:	Hanoi (3.083.000)
<b>Area</b>	
Total:	332.363 sq. km
% water:	1,27 %
<b>Population</b>	
Total:	82 millions

Vietnam is the easternmost country on the Indochina Peninsula in Southeast Asia. It is bordered by China to the north, Laos to the northwest, Cambodia to the southwest, and the South China Sea to the east. With a population of over 85 million, Vietnam is the 13th most populous country in the world.

## TOURISM SECTOR PROFILE



Tourist arrivals have grown on average 20% per year over the past 15 years, shooting up from 250,000 in 1990 to 3.5 million (2006). Some industry analysts optimistically estimate tourist arrivals will double to 8 million by 2010. Vietnam's travel and tourism sector is projected to have the world's sixth-highest growth rate between 2007 and 2016 (based on a projected growth of 7.5% per year). The World Travel and Tourism Council (WTTC) predicts that Vietnam will be among the top ten major tourist destinations in the world by 2016.

The tourism sector is striving to receive 6 million foreign visitors by 2010 to earn US\$4.0 billion in total incoming tourism receipts. It also aims to attract US\$5.5 billion in foreign direct investment for the industry's development during this period. Also by 2010, the total number of workers in the tourism sector is expected to reach 1.4 million, of which some 308,000 will be receptionists, tourist guides and hotel workers.

In 2008, the tourism sector will focus on organizing major important events such as the ASEAN Tourism Forum 2009 (ATF 2009), Miss Tourism Contest 2008, the first of its kind in Vietnam, and participating in international tourism fairs in Japan, Thailand, France, the US, China, Cambodia and the UK. The sector will also implement strategic tasks to develop tourism until 2020 with a vision toward 2030, a project to promote tourism activities on islands and along the coastline until 2020, adjust overall planning to develop tourism in the Red River Delta and other major areas, and make full preparations for Buddha's birthday. The tourism sector now contributes 8 per cent to Vietnam's national GDP. (Youth, Vietnam & World Economy).



## MAIN DESTINATION IN VIETNAM

- **Hanoi**



Hanoi, the capital of Vietnam, is a charming city of about 4 million people, famous for its beautiful lakes, tree line boulevards and verdant public parks. The city centre is an architectural museum piece, its blocks of ochre buildings retaining the air of a provincial French town of 1930's, contrary to the fast living and bustling air of Saigon. As Vietnam develops to compete with other South East Asian nations, Hanoi's Hoan Kiem lakes reflects the modern office buildings, old Buddhist temples and tangles of ancient streets.

- **Ha Long Bay**



Located in the Gulf of Tonkin, Halong bay covers an area of 1500 square km with more than 3000 thousand towering limestone backdrops emerging from its crystalline emerald water. The bay is one of the natural wonders of the world and now recognized as a UNESCO World Heritage Site. The islands are dotted with innumerable white sandy beaches and grottoes created by wind and waves. Halong means "dragon descends into the sea". Legend has it that the islands were created by a great dragon who stationed in the mountains.

- **Sapa**



Sapa is a charming former French hill-station, created during the 1920's so that Hanoi's colonial residents could escape from the stifling summer heat in the plains. At an altitude of 1650m above sea level Sapa boasts warm days and cool evenings. Nowadays it is still a popular destination due to its beautiful scenery and colourful ethnic people. Lush rice-terraced valleys and mountains covered in pine tower over the ethnic minority villages nestled below.

- **Ho Chi Minh**



Ho Chi Minh is the largest city in Vietnam named after the late communist leader who led the nation against both France and the U.S.A. It has been historically a political and administrative centre of Vietnam and today it is a bustling, dynamic and industrious centre, the economic capital and the cultural trendsetter. Ho Chi Minh City is intertwined with natural forest, vast plains, long coast and hundreds of rivers and canals. The Saigon River winds around the city and connect it with the East Sea.

- **Mekong Delta**



Mekong Delta is the southernmost region of Vietnam. It is often referred to as the rice bowl of Vietnam producing the majority of the country's food and is easily accessible from Saigon. The fertile Delta is also famous for its tropical fruits and flowers. The Delta area marks the end of a 4,500km journey made by the Mekong River after having travelled through six countries. Traditional transportation in the Delta is by boat along a vast network of canals and channels.