

THE POST-COVID-19 RECOVERY PLAN FOR TOURISM IN VIETNAM



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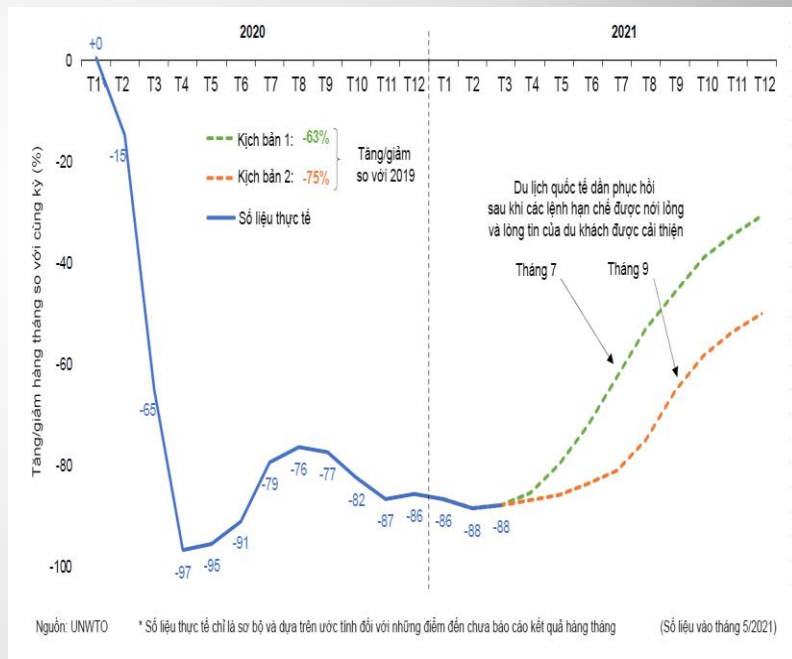
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THE CURRENT PERFORMANCE OF THE VIETNAMESE TOURISM SECTOR

- ❖ After 4 waves of COVID-19 pandemic, the Vietnamese tourism industry has hit its rock bottom.
- ❖ All growth indicators are significantly decreased, comparing to the compared to the same period last year.
- ❖ No international tourism.
- ❖ Domestic sector:
 - + 31.5 tourists in the first 9 months of 2021.
 - + Revenue 136 billion VND (41.27% decreased, comparing to the same period in 2020).
- ❖ The national occupancy rate in the first 9 months of 2021 is below 10%.



THE RESPONSES OF VIETNAM: SAFE AND FLEXIBLE ADAPTION TO THE PANDEMIC FOR REOPENING THE ECONOMY AND THE TOURISM INDUSTRY

❖ June 11th, 2021:

The Politburo of Vietnam agreed to conduct the pilot testing of “vaccine passport” in several destinations that have controlled the epidemic

❖ September 15th, 2021:

United Nations World Tourism Organization (UNWTO) announced that it is possible for destinations to safely welcome international tourists again, under the condition of having suitable policies and maintain a strong collaboration between tourism stakeholders



THE RESPONSES OF VIETNAM: SAFE AND FLEXIBLE ADAPTION TO THE PANDEMIC FOR REOPENING THE ECONOMY AND THE TOURISM INDUSTRY.

- ❖ Switching from the “Zero COVID” strategy to “safe and flexible adaptation to and effective management of the pandemic” strategy.
- ❖ **For international tourism:** The recovery relies on the pandemic situation of the country in a specific period, indicated by several epidemiological factors.
- ❖ **For domestic tourism:** Safe and strong progress of reopening tourism in COVID-free areas is vital to push the revitalization of Vietnamese tourism towards a safe and sustainable direction



KEY REQUIREMENTS FOR RESTARTING TOURISM IN VIETNAM

1. Objectives & Requirements

- ❖ At the beginning: Resetting tourism in areas with low contagion risk: “Level 1 – Safe destination (Green area)”
- ❖ Next step: Operating “green routes” by connecting safe tourism destinations
- ❖ Taking the advantage of safe opportunities to restart tourism and support services following a timely and suitable approach.



KEY REQUIREMENTS FOR RESTARTING TOURISM IN VIETNAM

2. Action Plan:

Domestic sector:

➤ Requirements to welcome tourists:

Ensuring the full control for strictly following the COVID-19 procedure.

➤ Action Plan

+ **October 2021:** Organizing training sessions on regulations and safety measures against the pandemic and procedures for the safe operation of tourism activities.

+ **November 2021:** Welcoming domestic tourists to safe destinations



KEY REQUIREMENTS FOR RESTARTING TOURISM IN VIETNAM

International sector:

➤ Requirements to welcome tourists:

- + Vaccination rate for local citizens: $\geq 90\%$..
- + Tourist must meet the requirements for “vaccine passport”.

➤ Action plan:

- + **From October 2021 to March 2022:** Pilot testing in Phu Quoc) - Welcoming international tourists from target markets that have controlled the pandemic and have high vaccination capabilities, including Northeast Asia, Europe, the United States, the Middle East, Australia, etc...
- + **From December 2021 to June 2022:** Expanding the model of safe destination for international tourism.
- + **From June 2022:** Being fully open to welcome international tourists.



CHALLENGES IN IMPLEMENTING THE TOURISM RECOVERY PLAN

1. The large disparity in vaccine coverage among areas has limited the ability of destinations in welcoming tourists
2. Regulations related to vaccine passport/vaccination certificate, accessibility, quarantine and isolation remains discordant
3. Lack of official announcement from local authorities on services and destinations that are allowed to operate. Lack of policies to support and increase the demand for domestic tourism.



SOLUTIONS FOR TOURISM RECOVERY POST-COVID-19.

1. Organizing and implementing the tourism recovery plan following the “safe and flexible adaptation to and effective management of the pandemic” strategy and current conditions of the area.
2. Timely promulgating relevant policies and recovery measures to support tourism enterprises in maintaining the operation, restarting business activities, establishing new tourism products, providing training sessions for the tourism labour force, etc.
3. Restarting tourism following a detailed plan, avoiding hasty implementation and ensuring effectiveness in executing the recovery plan.



SOLUTIONS FOR TOURISM RECOVERY POST-COVID-19.

4. Enhancing the cooperation between areas to boost tourism development.
5. Taking the advantage of ICTs and digital transformation, continuing to boost tourism product advertisement and promotion on social media platforms. Optimizing the effectiveness of tourism promotion to traditional markets for reopening international tourism.



Thank you

