

# Tourism destination



Diploma in Tourism and Hospitality BTEC HNCD Hospitality

Management Assignment title: Tourism Destination in The World Academic

essay: \* Understand the scope of key UK and worldwide tourist destination. \*

Understand the cultural, social and physical features of tourist destinations.

Submitted by: Tran Ngoc Quyen B4660231 Contents \* Tourist

destination Popular destination Revenue generation \* Statistics \* Future

trends \* Compare Viet Nam tourist with Thailand tourist about Cultural\_

Social\_ Physical feature: Resource Social Physical \* Bibliography Tourist

destination: Most travellers to Vietnam are attracted by the country's

wonderful natural beauty: From green rice fields dotted with the conical hats

of workers in Vietnam's north stretching to the fascinating bustle of the

Mekong Delta in the south.

Exotic temples and pagodas, grand colonial buildings, bustling city streets,

thatched bamboo huts, deserted sandy beaches, breathtaking mountain

scenery, conical straw hats, colourful ethnic minorities, graceful women

in ao dai tunics, delicious cuisine, great outdoor activities luxurious

hotels, stunning resorts and more, much more! Most visited destinations

North | Middle | South | Ha Noi Ha Long Sapa | Hue Da Nang Hoi An Nha

Trang | Hochiminh city Dalat | Hanoi Hanoi has overcome its history of war and

hostility to become one of the most enchanting cities in Southeast Asia. The

pace of everyday living is slow and pleasant and is ideal for the wandering

traveller who wishes to soak in Hanoi's majestic landscape of lakes,

public parks and narrow boulevards. Prime examples of French-colonial

architecture such as monuments, temples and other ancient buildings line

the city. Halong Bay UNESCO has dubbed Halong Bay as a World Heritage site.

It provides a magnificent view of over 3, 000 tiny islands that makes the Gulf of Tonkin a breath-taking tourist destination. Each island is peppered with clear beaches and grottoes. Hue This beautiful city on the two sides of the Huong River is the country's last ancient feudal capital. Relatively young, many of its ancient looks and architectures are still preserved. Hue's forbidden walls, palaces and royal tombs are a must see and have been certified as a World Culture Heritage by UNESCO. Hoi An It is Vietnam's important international seaport and trading centre. Hoi An with its ancient architecture and lifestyles that seems unchanged since the 17th century deserves its position as a World Culture Heritage.

Ho Chi Minh City In stark contrast to Hanoi, Ho Chi Minh is a bustling, dynamic city where business and a modern lifestyle are the order of the day. As Vietnam's largest city, Ho Chi Minh is a modern-day metropolis around which the country's economic prospects revolve. It is also the country's cultural trend-setter where young urban professionals lounge in roadside cafes during the day and frolic at throbbing nightspots after work. There is an exhilarating mood throughout the city, particularly in the shops, street markets and sidewalks where vendors peddle assorted wares. Sapa Above the clouds, at 1600m high, lies the tranquil and colourful village of Sa Pa. Lustfully rich in nature and culture, Sapa for the last 100 years has been many's ideal, mystical refuge from everyday bustle and heat.

Fascinated by the town's lush nature, Sapa is clear air and cool climate which strongly contrasts with the humidity and heat of the rest of the country. Khanh Hoa - Nha Trang Nha Trang - Khanh Hoa has a long coast than 200 km and nearly 200 islands with many beautiful Van Phong Bay, Nha Trang (one of 29 most beautiful bays in the world), Cam Ranh ...

with a mild climate and many historic sites and cultural landscapes known as Tower Ponagar, Dien Khanh citadel, the ruins of Yersin scientist ....

Recently, Nha Trang has become a destination of many major events in Vietnam and the world including: Miss Vietnam, Miss Vietnam World 2007 and 2009, Miss Universe 2008, Miss Earth 2010 ... with the Sea Festival (Nha Trang) was held two years has helped promote tourism to the World of Khanh Hoa. Institute for Research and Development Tourism said in 15 years, Vietnam's tourism industry has tried to implement the master plan goals set and achieved remarkable results. Accordingly, the number of international tourists to Vietnam has constantly increased, from 1.351 million international passengers in 1995 to 2,140,000 in 2000 and 2010 respectively, the number of foreign tourists to Vietnam has reached 5 million.

Total domestic tourists also increased rapidly, reaching 28 million by 2010 visitors. Whereby, income from tourism increased from 6.4 trillion in 1995 to 17.5 trillion in 2000 and over 96 trillion in 2010. The average growth rate 1995-2010 periods was 19.8% / year. According to the GSO, the foreign currency income from tourism in 2008 reached 4.

02 billion dollars. Statistics: Vietnam Tourism Statistics Vietnam Visitor Numbers Over the past ten years Vietnam has seen an extraordinary growth in tourist numbers – a 286% rise since 1998, and in recent years growth has been as 20% compared to the previous year. This year? growth in visitor numbers is expected to fall? as a result of the combined effects of the global recession and the 30% inflation that rocked the country early in the year, coupled with massive hikes in the price of fuel resulting in higher tour and accommodation prices. Prices have since begun to fall across the country, and many hotels have reduced their prices, but as advertising for 2009 tours has already begun in the US and Europe these falls in price have come a little too late for package tourists, though they will still benefit independent travellers.

Despite these challenges? visitor numbers for 2008 are predicted to reach up to 4, 350, 000? – a 3. 5-4% growth compared to last year, and it is reported that the Vietnam Administration of Tourism will soon begin running worldwide television adverts Currently tourism generates \$3 billion in revenue for Vietnam, which based on? 2007s GDP figure of \$71 billion? (based on market exchange rate, not Purchasing Power Parity) means it accounts for 4. 2% of the nations GDP, and is an important source of foreign currency that? helps Vietnam manage its current account deficit. By 2010 the administration of tourism projects visitor numbers to rise to 6 million arrivals and \$4 – \$4.

5 billion in revenue. A survey in 2005 reported? that of the 8, 300 tourists who responded 34% had visited Vietnam before, 74% felt Vietnam had a clean and beautiful environment and 66% complimented the countrys

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accommodation. Surprisingly just 65% stated they had enjoyed Vietnam's food, something I personally would have expected to rank much higher.

**Vietnam Visitors – Vital Statistics**(Source: General Statistics Office of Vietnam, Jan 2008 – Oct 2008)  
 By what means do tourists arrive in Vietnam  
 By air 2, 791, 556  
 By sea 127, 481  
 By road 678, 804  
 Visitors to Vietnam predominantly arrive by air, but there are still over half a million visitors who enter the country by road each year. What reasons do visitors give for entering Vietnam  
 Tourism 2, 194, 931  
 Business? 723, 264  
 Visiting relatives 443, 443  
 Other 236, 203  
 Which countries do tourists to Vietnam predominantly come from  
 Over 65% of Vietnam's visitors are from Asian countries, followed by 15% from Europe and 13% from North America. Top countries by visitor numbers in Asia include China, South Korea, Taiwan and Japan, followed by other South East Asian countries such as Thailand, Malaysia, Singapore and Cambodia. Amongst western countries the biggest source of visitors was the USA with 350, 000 visitors, followed by Australia and France with between 150 and 200, 000 visitors per year. The UK, Germany and Canada were trailing with between 70 and 90 thousand visitors per year.

Breakdown of visitors home countries

Country	Visitors
China	538, 645
South Korea	392, 150
USA	357, 299
Japan	333, 226
Taiwan	266, 555
Australia	199, 035
Thailand	154, 029
France	148, 778
Malaysia	141, 804
Singapore	126, 989
Cambodia	110, 387
United Kingdom	88, 492
Germany	81, 008
Canada	72, 774
Russia Federal	39, 192
Philippines	39, 040
Netherlands	29, 744
Laos	28, 124
Sweden	23, 222
Indonesia	21, 353
Spain	21, 077
New Zealand	17, 947
Denmark	17, 131
Italy	16, 659

Switzerland| 15, 863| Belgium| 13, 710| Norway| 12, 880| Finland| 6, 819| Hong Kong| 5, 136| Future trends: Vietnam has many beaches, bays with visitors the world known as Ha Long Bay has two times the UNESCO World Heritage Site, Nha Trang Bay – one of the planets most beautiful bays, Da Nang beach was voted by Forbes Magazine as one of six attractive beaches on the planet ... in addition to the natural value, human factors, the rich traditional culture of many peoples, coastal sea ?? is of great significance for tourism development.

The national strategy for tourism development for 2011-2020 has identified Tourism Island is the main type of development priorities besides cultural tourism and ecotourism communityThe program action tourism development to the island in 2020 Vietnam was divided into two periods: 2011-2015 and 2016-2020 periods. In each phase will have programs specific action such as raising social awareness of tourism, general survey of marine tourism resources, infrastructure investment in tourism, development of tourism products particular beach, branding and promotion of tourism, international cooperation on tourism development, project review and improve policy system and developing sea tourism project master plan for developing tourism to Vietnam in 2020. National Tourism Year with the theme of the sea, the island has just opened in Phu Yen province and was held in eight provinces and the central coast to the end of 2011 was a milestone for the implementation of this project.

Most travel companies cruise tourism is a luxury form of travel, attractions; it becomes a new trend in 2010. Travel sea across the Asian – Pacific such as Vietnam, Japan, Hong Kong and Vietnam, Singapore widely popular and

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China. Mr. Young Jun Choi, Managing Director ICC TRAVEL Company said it is a form of tourism is the worlds favoured by the new, attractive. Satisfy customers demand, the company launched some ICC TRAVEL promotions to attract customers for these new and unique forms of tourism. The tourism development strategy from 2011 – 2020, Vietnams tourism industry to focus on building the specific products in the coastal areas such as sightseeing tours with eco-tourism, heritage tourism combined with the resort, sports, tourism, sightseeing river scenes .

.. Besides, promoting the tourism product orientation to market sources, market segments, orientation activities. Compare Vietnam??™s tourism industry and Thailand??™s tourism industry Why have the same tourism resources but Thailand attracted foreign tourists more than Vietnam 3 times A new logo and slogan is certainly not enough, but the tourism industry really needs a more professional marketing campaign.

Still know all the comparisons are lame but what these numbers show that they have to wonder. Because this number down, showing that Vietnam tourism industry still less when placed next to their friends country, Thailand. Only in the three recent years 2007, 2008, 2009, Thailand has attracted visitors a gap from 2 to approximately 4 times higher than Vietnam.

Subsequent, the last gross margin and the level of contribution to GDP the tourism industry in Thailand would also beat Vietnam 4-6 times in the three years. This clearly demonstrates the worse for Vietnams neighbors. Income from tourism and the percentage contribution of tourism to GDP | 2007| 2008| 2009| | Income from tourism (U.



S. \$ million)| Contribution to GDP ratio (%)| Income from tourism (U. S. \$ million)| Contribution to GDP ratio (%)| Income from tourism (U. S. \$ million)| Contribution to GDP ratio (%)| Vietnam| 3, 497| 4, 9%| 3, 767| 4, 3%| 4, 124| 4, 3%| Thailand| 16, 667| 9, 58%| 17, 646| 9, 03%| 18, 815| 9, 97%| About natural tourist resources, although Vietnam area is smaller than in Thailand but a diversity of terrain, climate, flora and fauna, Vietnam is better than Thailand. However, Thailand has been a rich and fairly abundant about natural resources with Vietnams cultural tourism (including factors such as historical sites, festivals, culture, tradition .

..). But why Vietnam is inferior to Thailand so much, while both countries have been similar identified as potential tourism Maybe the answer lies in the intelligence in strategic planning marketing and flexibility in how to use the strategy was the situation in different periods. Tourism is a major economic factor in the Kingdom of Thailand, contributing an estimated 6. 7% to Thailands GDP in 2007. Tourist numbers have grown from 336, 000 foreign visitors and 54, 000 R&R soldiers in 1967 to over 14 million international guests visiting Thailand in 2007. The average duration of their stay in 2007 was 9.

19 days, generating an estimated 547, 782 million Thai baht, around 11 billion Euros. In 2007, Thailand was the 18th most visited country in the World Tourism rankings with 14. 5 million visitors. France, comparable to Thailand in land area and population, led the list with nearly 82 million foreign visitors. Domestic tourism has also grown significantly in the past decade. Revenues from domestic tourism have gone from 187, 898 million baht in 1998 to 380, 417 million baht (approximately 7.

8 billion Euros) in 2007. Asian tourists primarily visit Thailand for Bangkok and the historical, natural and cultural sites in its vicinity. Western tourists not only visit Bangkok and surroundings but in addition many travel down to the southern beaches and islands. The North is the main region for trekking and adventure travel with its diverse ethnic minority groups and forested mountains. The region receiving less tourists is Isan in the north-east. To facilitate foreign visitors, the Thai government established a separate tourism police with offices in the major tourist areas and its own central emergency telephone number.

Sex tourism also contributes to arrival numbers. Although officially illegal, prostitution in Thailand is monitored and regulated by the government to stem the spread of STDs and to prevent excesses. Prostitution catering to foreigners is believed to be around 20% of the total prostitution scene in Thailand, and is concentrated in a few major red-light districts such as Pattaya, Patpong and Patong Beach.

Taking advantage the curiosity of tourists, Thailand built a large troupe with starring transsexual to dancing, posing for pictures to take money from tourists. Revenue does not really lie in the performances that in the pictures worth 30 baht / time with tourists. Not only used tips to make the curiosity to earn money, Thailand can “hook purse” of visitors by the dedicated service that guests can not reject it.

Talk about the resort and entertainment in Thailand, tourists were took picture by the paparazzi and only a few minutes later, they have had their pictures on the plates, picture frames or anniversary logo at the exit. Taking

or not is up till you but a lot of visitors willing to spend 100 baht to get a unique memories for them. In addition, tourists were choked with all forms of promotional purchases. Shopping in Thailand has all the rates for all subjects but the specially is when you have bought something at this shop after that you would be offered a 5% discount voucher at another shop, and then visitors are lured into a spiral shopping all day. Thailand has been receiving increased competition ever since Laos, Cambodia and Vietnam opened up to international tourism in the 1980s and 90s. Destinations like Angkor Wat, Luang Prabang and Halong Bay now contest Thailand's former monopoly in the Indochina region. To counter this, Thailand is actively targeting niche markets such as golf holidays, or holidays combined with medical treatment. Thailand has also plans on becoming the hub for Buddhist tourism in the region.

Around 2 million foreigners visiting Thailand for medical treatment are expected in 2009, more than 3 times the amount of tourist visiting for that purpose in 2002. According to Lonely Planet, Thailand ranks second of “ Best-value destinations for 2010” after Iceland; the latter having been hit very hard by the subprime mortgage crisis. In addition, Thailand has chosen spread word through the willingness of tourists and Thais living abroad. In particular, the TAT also invited celebrities to travel there and take advantage of promotional opportunities on the mass media when the event occurs.

Recently, the appearance of Nichkhun Horvejkul – members of popular group 2PM (South Korea) as a tour guide for over 200 fans in Phuket – Thailand has attracted the attention and enjoy enthusiastically by millions of people. The star has attracted many young people across Asia to Thailand. There is one <https://assignbuster.com/tourism-destination/>

more important reason for Thailand's tourism industry has been successful today, because of the interest, support and timely utility from the government. The Thai government has some very positive moves such as visa exemption for tourists, landed costs and parking fees at the airport and provide the insurance value of \$ 10, 000 with allowance and free medical services to anyone injured by violence and protests.

Government of Vietnam has also criticized the budget to support the tourism industry hundreds of billions of dong each year but probably still need such policies, laws and the trendy scene. Bibliography [http://www. google. com/http://www. fourseasons. com](http://www.google.com/http://www.fourseasons.com) [http://en. wikipedia. org/wiki/Main\\_Page](http://en.wikipedia.org/wiki/Main_Page)