

***INTERNATIONAL CONFERENCE
ON TOURISM DEVELOPMENT COOPERATION
BETWEEN VIETNAM - JAPAN***

**“OVERTOURISM AT MAJOR DESTINATIONS
AND DEVELOPMENT OF SATELLITES, VIETNAM AND JAPAN
WORKING TOWARDS SUSTAINABLE TOURISM”**

Mr. Nguyen Huu Y Yen | Chairman, Saigontourist Travel Services Co., Ltd

***OVERTOURISM
AT MAJOR DESTINATIONS***

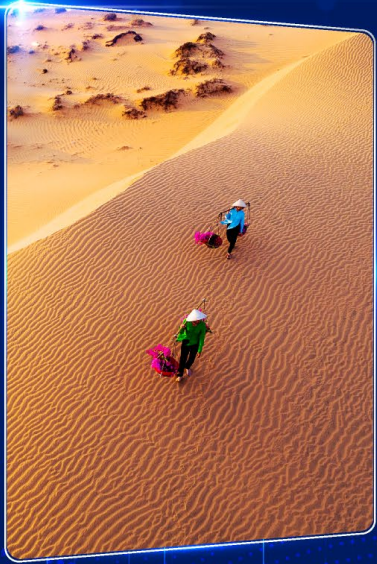
***SOLUTIONS FOR DEVELOPING
SATELLITE DESTINATIONS***



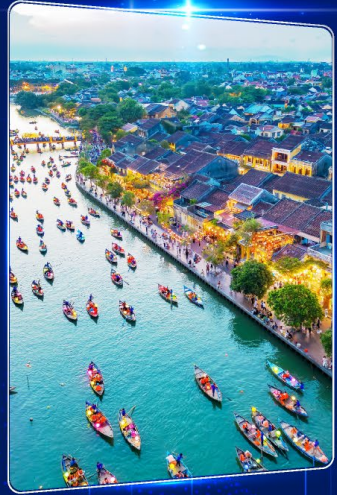
“SATELLITE DESTINATION”

***DRIVING FORCES FOR LOCAL
ECONOMIC DEVELOPMENT***





Phan Thiet



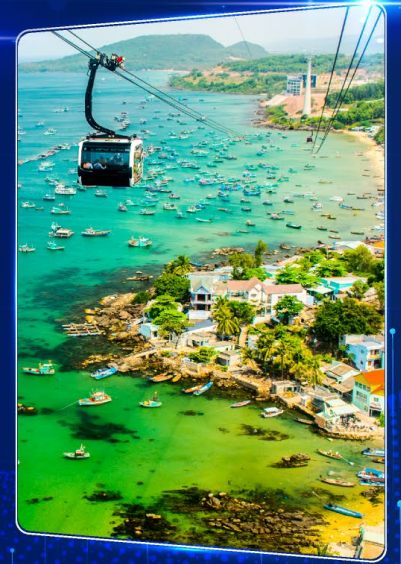
Hoi An



Ha Long Bay



Nha Trang



Phu Quoc



“SATELLITE DESTINATION” - DRIVING FORCES FOR LOCAL ECONOMIC DEVELOPMENT



PROFESSIONAL SERVICES



INFRASTRUCTURE DEVELOPMENT



***OPPORTUNITIES FOR INDIVIDUAL
ECONOMIC DEVELOPMENT***





**WYNDHAM THANH THUY RESORT
IN PHU THO PROVINCE**



Resort



Mineral hot springs



*Explore local mineral
resources for tourism*





**PROMOTE LOCAL
CULTURAL VALUES**

**INCREASE OPPORTUNITIES
FOR TOURISM EXPERIENCE**

 **EXPANDING TOURISM SPACE,
INCREASE THE ATTRACTIVENESS
OF NEW DESTINATIONS IN VIETNAM**

 **THE ROLE
OF INVESTMENT BUSINESSES
AND TRAVEL COMPANIES**





***FOCUSING ON DEVELOPING
EACH NICHE MARKET***

***BUILDING NEW ROUTES
& CHAIN PRODUCTS***

INTEGRATING COMMUNITY TOURISM

MAKE A DIFFERENCE



**IMPROVE
THE QUALITY
OF LOCAL TOURISM
HUMAN RESOURCES**



**STRATEGY
TO IMPROVE
THE QUALITY
OF LOCAL TOURISM
HUMAN RESOURCES**



**IMPROVE
SERVING
QUALITY**



**MARKETING
AND
PROMOTION**



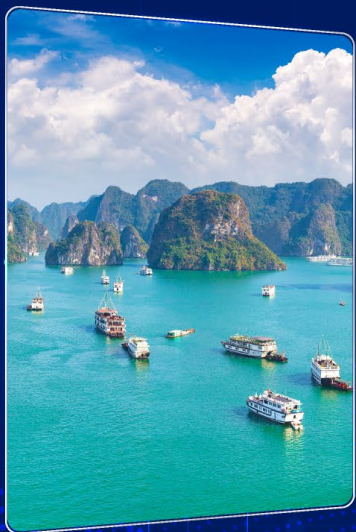


RESEARCH SUITABLE SOLUTIONS FOR THE PROVINCES

STRENGTHENING REGIONAL COOPERATION, CONNECTING 4 KEY TOURISM CENTERS:



***Ha Long city
and surrounding areas***



***Cultural - historical - spiritual
tourist area in Uong Bi,
Dong Trieu, Quang Yen***

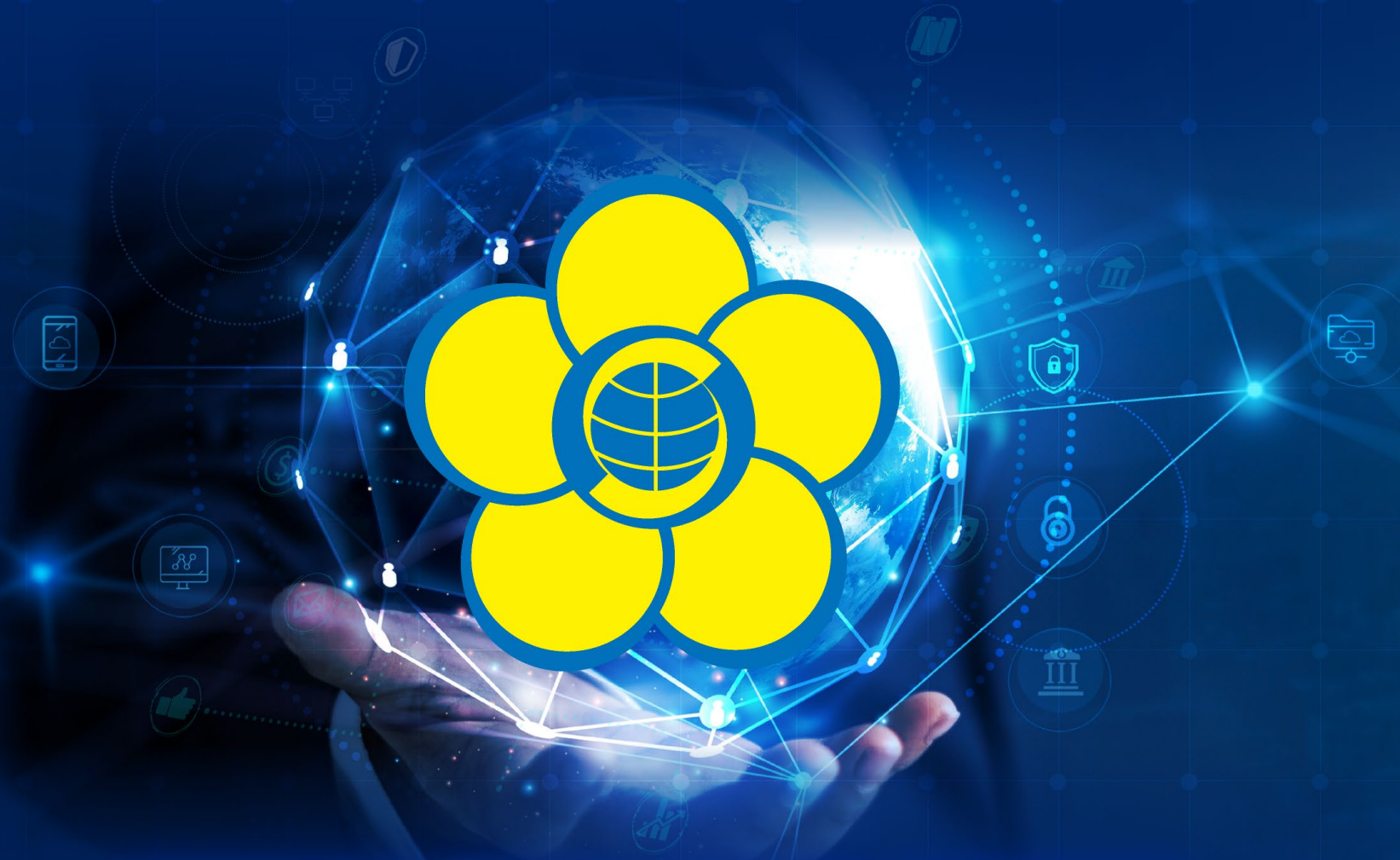


***Sea and island tourism,
esorts, and high-class entertainment
in Van Don and Co To***



***Border tourism area
in Mong Cai area
and surrounding areas***





THANK YOU VERY MUCH!