

Vietnam Tourism Association (VITA)

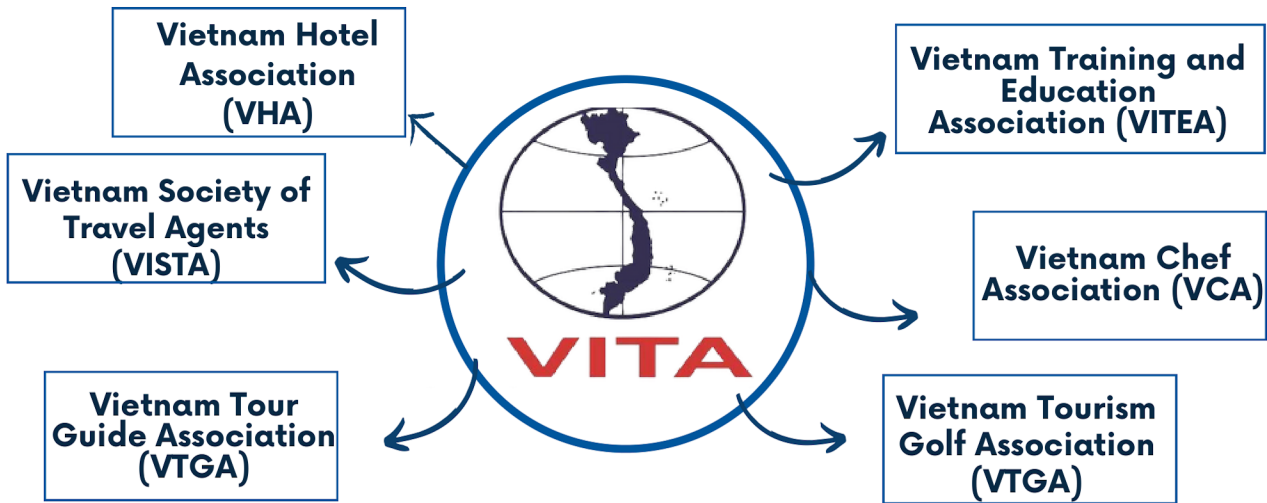


About

- Vietnam Tourism Association is a voluntary non-governmental organization of Vietnamese businesses, economic organizations and citizens legally operating in the field of tourism.
- Vietnam Tourism Association was established under Decision No. 18/2002/QD-BNV signed by Minister of Home Affairs on December 25th, 2002.
- The goal of VITA is to promote linkages, cooperation and support among tourism businesses in terms of economic, technical, business services, creating market stability, and improving the value and quality of tourism products, competitiveness in domestic and international markets of the member of Association; increase the quantity and quality of human resources in the tourism industry; represent and protect the legitimate rights and interests of members.
- Vietnam Tourism Association has operated nationwide and abroad in accordance with law of Socialist Republic of Vietnam, Law on Tourism (amended) promulgated by National Assembly on June, 19th, 2017 and the Charter of Association (approved by Ministry of Home Affairs in Decision No. 514/QD-BNV dated June, 6th, 2012)
- Activities of VITA have a direct impact on the local and national tourism business system. VITA has maintained close relationships with state agencies at all levels (government, ministries, provinces/cities) in proposing tourism development policies such as Tourism Law, Development Strategy Tourism, National tourism promotion program.
- Up to now, VITA has a nationwide membership system, including tourism associations in 57/63 provinces and cities nationwide with thousands of branches and clubs. The total amount of members is more than 18,000 tourism businesses and over 20 thousand individual members (including tour guides, travel chefs, bartenders...)

1st Floor, Building K, La Thanh Guest House, 226 Van Phuc, Ba Dinh District, Hanoi, Vietnam
tel: +84 024 3942 7620-email: vita.vanphong@gmail.com-website: www.vita.vn

Regarding organizational structure, VITA currently has 6 affiliated units, which are specialized tourism associations:



- VITA has established affiliated organizations such as: Vietnam Tourism Forum (VTF) (including more than 500 SME travel companies), Vietnam Community Tourism Association (VCTC) (including more than 200 official members and over 600 unofficial members), Green Tourism Association with over 100 member businesses. Travel Journalists Club, with more than 60 members from television channels, written newspapers, online newspapers, are actively carrying out their missions in tourism communication, the work assigned by VITA, achieving high efficiency domestically and internationally.



Member

Highlighted activities



- Participating in policy making such as participating in the development of Tourism Law and its guidance documents. Chairman of VITA has been nominated as a member of Advisory Council to the Prime Minister for Administrative Procedure Reform, National Advisory Tourism Council, Member of Executive Committee of Vietnam Chamber of Commerce and Industry.
 1. Product development: VITA has actively conducted many surveys and built tourism products, especially community-based and eco-tourism products for many localities.
 2. In terms of human resources and training, VITA is eligible to issue vocational certificates for labors in tourism industry.
 3. VITA regularly organizes domestic and international conferences, seminars, fairs and training programs.
 4. VITA has extensive relationships with many tourism associations in the world such as ASTA (USA), JATA (Japan), KATA (Korea), PATA, many tourism associations from countries in the region (Thailand, Malaysia, Singapore, ...).
 5. Tourism promotion activities: Since 2013, VITA has successfully organized Vietnam International Travel Mart (VITM) at the end of March and the beginning of April every year. Over the past decade, VITM has played an increasingly important role and actively contributed to the operation of tourism businesses in particular and to Vietnam tourism in general. VITM has become a tourism event with a high profile, is the event that attracts the most participation of Vietnamese and international tourism businesses. During 2013-2019, the number of businesses and tourism promotion agencies participating at the booths always increased, from 368 booths in 2013 to 525 booths in 2019. The number of businesses meet and work seeking investment and business opportunities at VITM from 2,000 (in 2013) to over 3,000 (in 2019). The number of provinces and cities of Vietnam participating in VITM from 38 provinces and cities in 2013 has increased by 55 provinces and cities in 2019. The number of countries and territories having booths at VITM also increased from 18 countries (in 2013) to 27 countries (in 2019). This means that VITM has become a prestigious international travel mart and a major tourism trade fair in the region.
- Some international tourism promotion agencies have become important partners of VITM, such as: Japan National Tourism Organization (JNTO), Korea Tourism Organization (KTO), Taiwan Tourism Bureau, Malaysia, Philippines, Tourism Authority of Thailand (TAT) Tourism Promotion Bureau, etc.
- VITA regularly cooperates with Vietnam National Authority of Tourism (VNAT) to organize international Roadshows, Famtour and Vietnam Tourism Pavilion in leading international travel exhibitions: ITB Berlin, JATA Expo Japan Edition, Top Resa Paris, WTM London
- Organizing roadshows, destination presentations, B2B meetings, press conferences in coordination with international tourism promotion boards.



International cooperation projects

VITA has been an important partner of KTO, JNTO, JTA and other tourism promotion agencies in Vietnam (France, UK, Germany and USA). By establishing foreign travel clubs focusing on Japan, Korea, Russia, etc. VITA has been seen as an important industry to increase Vietnamese tourists to these countries;

- VITA is a strategic partner to implement the ESRT program (funded by the EU) to develop sustainable tourism in the Northwest region of Vietnam from 2010 to 2016;
- In 2014, VITA opened a tourism representative office in Tokyo, Japan. This is a milestone of Vietnam Tourism. The office is responsible for supporting Vietnam travel agents in the Japanese tourism market and providing Vietnam tourism information to Japanese people;
- In 2017, VITA signed an agreement with the American Association of Travel Agents (ASTA) to increase the number of tourists between Vietnam and the US as well as cooperate to promote Vietnamese tourism to the US and vice versa;
- VITA has cooperated with Institute for Tourism Research and Development (ITDR) and Asia Management & Development Institute (AMDI) to implement an eco-tourism project named ECODIT to develop eco-tourism based on tourism. modern communities in Quang Nam and Thua Thien Hue provinces (funded by USAID) since 2018;
- VITA has cooperated with CITES project (funded by USAID Saving Species) to raise awareness of wildlife protection in tourism activities since 2018;
- In January 2020, the Vietnam society of travel agents (a member of VITA) signed a cooperation agreement with the Japan Travel Association (JATA) with the witness of the Prime Minister of Vietnam and the Secretary General of the Party. Liberal democracy ruling Japan;
- VITA has implemented a project to support the implementation of the Law on Tourism through the development of criteria for classifying tour guides and tour guide organizations in Vietnam directly funded by the EU;
- In 2021, VITA has conducted survey on small business in cooperation to Mekong Economics under the sponsorship of USAID;
- In 2022, VITA has cooperated to Center for Sustainable and Consumption to conduct pilot project “Commencing Circular Tourism in Vietnam”;
- In 2023, VITA has been in partnership Institute of Strategy and Policy on Natural Resources and Environment (ISPONRE), funded by GEF/UNDP to implement of the Project: “Reducing plastic waste in Vietnam tourism” from the January, 1st, 2023 to June, 30th, 2024.