

Tourism in Thai Nguyen

In Thai Nguyen, the number of tourists has maintained a higher growth rate every year. Annual tourism revenue increased by 10-15%, tourist accommodation by 18-20%, domestic tourists by 8-10%, international tourists by over 5%. With over 400 accommodation establishments (about 50 hotels meet the standards of 2 stars or higher), 25 travel agencies (3 international ones), and hundreds of restaurants, the tourism facilities of the province have strongly developed to meet the needs of domestic and international tourists. With more than 2,000 rooms, the tourism industry has contributed to the local socio-economic development, creating jobs for 3,500 employees. In 2018, tourism contributed more than VND 400 billion to the local budget.

Table 1: Tourism Results in Thai Nguyen in 2017, 2018, 2019

Criteria	2016	2017	2018	2019 (estimates)
1. Total number of tourists (people)	2,064,537	2,229,700	2,506,481	2,900,000
By nationality				
- International visitors	64,055	66,297	70,297	75,300
- Domestic visitors	2,000,482	2,163,403	2,436,184	2,824,700
By type of serving entities				
- Tourists served by accommodation establishments	903,362	947,625	1,023,435	1,000,000
- Tourists served at sights	1,065,523	1,172,075	1,347,986	1,750,000
- Tourists serviced by travel agencies	95,652	110,000	135,060	150,000
2. Total revenue (billion VND)	250	310	405	430

(Source: Department of Culture, Sports and Tourism of Thai Nguyen Province)

The table above shows that the total number of visitors and revenue from tourism activities in Thai Nguyen has steadily increased over the years. Specifically, in 2017, the total number of visitors to Thai Nguyen increased by 8% compared to 2016, of which international visitors increased by 3.5%. Visitors served by accommodation establishments increased by nearly 5%, tourists served at sites by 10%, guests served by travel agencies increased by 15% compared to 2016; total revenue from tourism businesses increased by 24% compared to 2016. In 2018, the total number of visitors reached 2,506,481, of which international visitors increased by 6% compared to 2017. Tourists served by accommodation establishments increased by 8%, tourists served at sights increased by 16%, tourists serviced by travel agencies increased by 22% compared to 2017; total revenue from tourism businesses increased by 30% compared to 2017. In 2019, the total number of visitors increased by 15%, of which international visitors increased by 7.1%, visitors served by accommodation establishments reached 97.7% over the same period in 2018, tourists served at sights increased by 29.8%, tourists serviced by travel agencies increased by 11% compared to 2018; total revenue from tourism businesses is estimated at VND 430 billion, up 6.2% over the same period.

Based on the identification of potential for tourism activities, Thai Nguyen has set a target to welcome about 3.6 million tourist arrivals by 2020; in the period of 2021-2030, it is projected that the average growth rate of tourism will reach 10% per year, contributing 6% GRDP, making tourism a key economic sector. Accordingly, in recent years, the Provincial Party Committee, People's Council and People's Committee have issued many policies for the development of tourism. Thai Nguyen takes advantage of central and local capital sources to invest in the development of tourism infrastructure and material facilities, raise people's awareness of tourism development, promote tourism events; create a favorable environment for businesses and the community to develop tourism, create new tourism products, improve product quality as well as human tourism resources.