



MINISTRY OF CULTURE, SPORTS AND TOURISM
VIETNAM NATIONAL ADMINISTRATOR OF TOURISM (VNAT)

VIETNAM TOURISM AND THE 4TH INDUSTRIAL REVOLUTION

LE Tuan Anh, Ph.D.
Deputy Director
International Cooperation Department

Kerala, India | March 2018

STRENGTHS

- Young Population
- Internet & Smartphone Users
- Gvt. Orientation on 4th Industrial Revolution

WEAKNESSES

- Limited Investment in Tourism and Technology
- Wait-and-See Attitudes of Decision-Makers
- Unclear Policies and Actions

OPPORTUNITIES

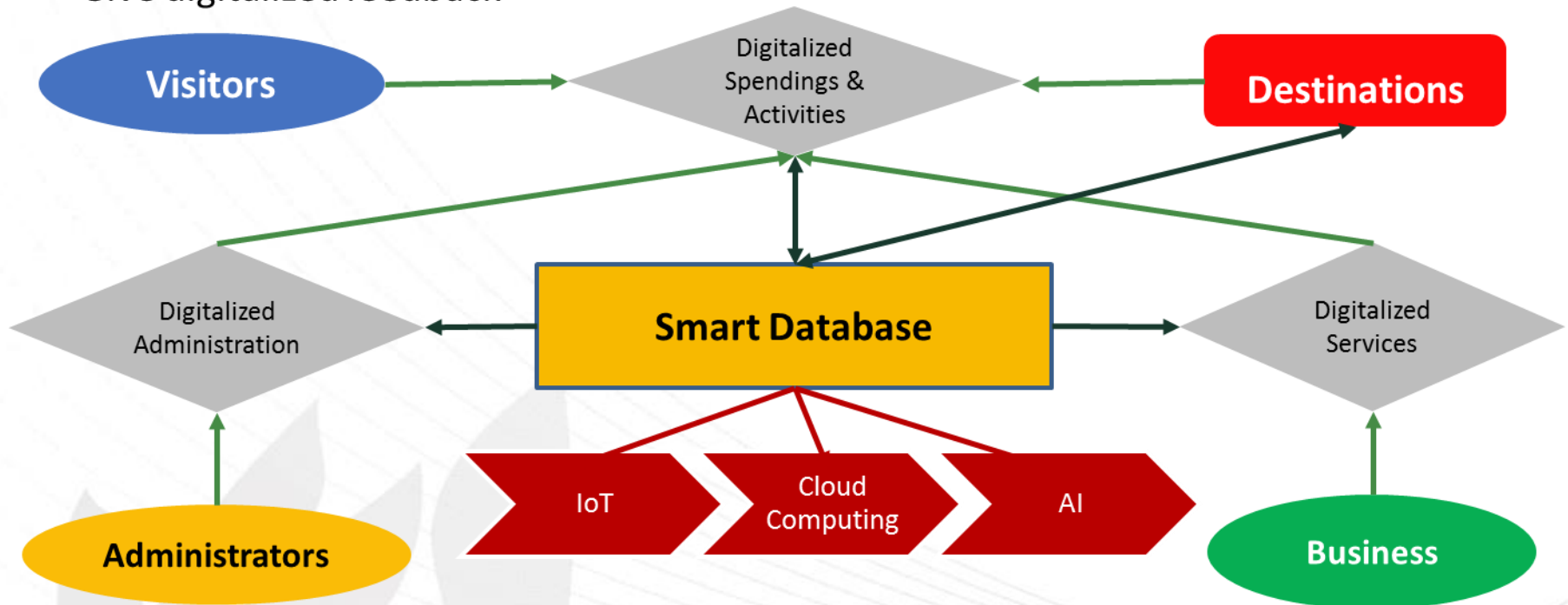
- Technology-Oriented Foreign Investors and Vietnamese Overseas
- Large-Scale Start-up Movement

THREATS

- Internet Security
- Low Technology Import

- Search digitalized info.
- Experience digitalized products
- Give digitalized feedback

- Provide digitalized info. & products
- Offer digitalized products
- Gather and deal with digitalized feedback



- Create smart digitalized platform for all
- Provide strategic directions
- Coordinate and support all stakeholders

- Provide digitalized info & services
- Gather and deal with digitalized feedback

1. The Instruction of the Prime Minister on improving the capacity for the 4th industrial revolution:
 - ICT infrastructure.
 - Competitive business environment.
 - Digitalization strategy.
 - Start-up eco-system.
2. Building the Model of Sharing Economy.

ICT Capacity
Building

Business Eco-
System

Investment &
Planning

Destination
Marketing



Administrative
Management

Human
Resource
Development

Service
Improvement

1. Benefits for Smart & Adaptable Entities
2. Lessons Learned and Recommendations:
 - ✓ 4th Industrial Revolution brings opportunities for developing countries to catch up with advanced ones.
 - ✓ Obstacles from the both public and private entities which are too established for change.
 - ✓ Fast & strategic thinking from the top is needed as opportunities cannot wait.
 - ✓ Pressure from the private sector is increasingly hot.