

*Ho Chi Minh City has been asked to diversify tourist products and attractions to lure visitors at home and abroad.*



*Bach Dang river in Ho Chi Minh City*

Vice Chairman of the municipal People's Committee Tran Vinh Tuyen made the request during a conference on January 11 launching key tasks of the city's tourism sector for 2018.

Apart from existing products, he suggested developing MICE (Meeting, Incentives, Conventions, and Exhibitions), cruise, community-based, agricultural, ecological tourism, and art performances.

Tuyen called attention to ensuring safety of tourists, building Ho Chi Minh City into a safe and friendly destination and urging each citizen to serve as a tourism ambassador of the city.

On high-quality workforce training, he proposed the municipal Department of Tourism invite foreign experts and organisations to the city to offer hospitality training up to international standards.

La Quoc Khanh, Deputy Director of the municipal Department of Tourism, said the municipal tourism sector welcomed over 6.38 million foreign visitors and 24.9 million domestic ones in 2017, earning in excess of 115.97 trillion VND (5.15 billion USD).

In 2018, the sector will strive to lure 7.5-8 million foreign holidaymakers and 29 million others at home, raking in 138 trillion VND, up 16.9 percent.

It will also improve the quality of existing tourist products, complete the strategy and master plan on tourism development till 2030, and seriously abide by the Tourism Law 2017.

Nguyen Quoc Ky, Vietravel General Director, said the sector should rearrange key tourist products as well as develop cultural tourism in communities, thereby enabling visitors to understand more about local lives and culture.-

Source: *VNA - Bridge*