

VIETNAM TOURISM NEEDS BETTER ORGANIZATION



Vietnam tourism has improved significantly in recent years. The country is an appealing destination, yet room for improvement in terms of services and organization is still considerably big.

Vietnam already enjoys a very favorable reputation among many tourists who come there from all over the place. Thanks to local diverse and emotional past, history fans gather there to understand the country's recent as well as ancient past.

Hanoi and Ho Chi Minh City are the two energetic cities which appeal to visitors of all ages and those in favor of spending their free time exploring the marine world have plenty to discover there. On the other hand, services are still not at a completely satisfactory level and experts agree there is a lot of room for improvement.

What many see as potential threat is the fact that many Vietnamese locations are developing at a dangerous pace, without any considerations to the environment. The notion of eco-friendliness has not been fully introduced and immediate gain tends to overrule all other, more savvy, approaches to building up the tourist infrastructure.

The problem is multi-layered. **The country is becoming increasingly popular for Cambodian tourists, yet there are no tourist guides to speak the language.** Such attitude is very impractical and needs changing.

What tourism representatives name as yet another negative feature of local development is overcharging. Many sites of cultural and historical relevance along with small and mid-sized businesses have increased their prices.

What comes as good news is the government decision to return VAT on locally purchased products at international airports to travelers who are on their way home.

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