

- The joint-venture project of building Saigon-Nha Trang Hotel.

- How are the tourist lines by land and sea developed to link cities?

Khánh Hòa Province is bestowed with many things: tremendous treasure of marine products in the sea, ten thousands of proliferating salangane's nests on mountains, numerous famous landscapes. Thanks to this advantage, Khánh Hòa's economic growth rate has been increasing for years.

The province, 450 km North from HCMC, has an area of 5,258 s.q. kms and a population of 923,700 people, including 7 districts: Khánh Sơn, Cam Ranh, Diên Khánh, Khánh Vinh, Ninh Hòa, Vạn Ninh and Trường Sa which are golden land of the province.

The two leading economic sectors are of marine product and tourism which bring a lot of profits to the province.

The tourism alone has boomed recently, more and more domestic and foreign visitors are coming here. Thus, Khánh Hòa tourism is ever-developing to serve customers. The province has advantage of terrain, but its main issue is how to make plans to gain high achievements.

At the moment there are on the whole so many private and State-run tourist services. The private sector barely does scattered businesses due to short of investment capital and its development is unremarkable. As regards State-run tour operators, it can be said Khánh Hòa Tourism is the one developing uniformly from infrastructure to superstructure. Owing to the assistance of the provincial authorities, the company acts as a large-size one all over the Central Vietnam...

The organization and development models of Khánh Hòa Tourism follow international principles. The Directorial Board has sent their staff to Asian and Western European countries for study and learning, that is a success of the company. To speak objectively and really, collecting the customer's money is not easy, it depends on three main points: way of serving, adequate facilities and satisfying the customer's taste in tourism. That is an important issue which can be settled by the company with its efforts.

Organizing sightseeing tours, es-

# KHÁNH HÒA TOURISM TODAY AND TOMORROW

by VŨ HÀ ANH



pecially for foreign visitors, is not simple. This forces the company's directors to study carefully tourist sites inside and outside the province which are appropriate to each tour in accordance with each nationality.

On May 11, 1995 Ms Lê Thị Độ, Director of Khánh Hòa Tourism and Mr Dương Văn Đầy, Director of Saigon Tourist signed an agreement on building a JV Saigon-Nha Trang hotel with a total cost of over US\$9. million. This is a 3-star hotel, the largest one in this region.

At present Khánh Hòa Tourism has three big hotels up to international standard: Hải Yến Hotel has 107 rooms, a 200-seat meeting room, a restaurant, dancing club and such services essential to visitors as telephones, fax; Thăng Lợi Hotel includes 55 rooms, a 100-seat meeting room and many facilities ...; Viễn Đông Hotel is also well-equipped such as television with 8 channels broadcasted from domestic and foreign stations and a dancing room open from 19.30 to 21.00.

However transport by land is still a tough problem for the province's tourism. The company has organized tours by sea at seven offshore sites. Every week foreign visitors are supplied with tour programs to other cities such as: Ban Mê Thuật, Qui Nhơn, Pleiku, HCMC, Đà Lạt, Huế...

As for Vietnamese who wants to visit foreign countries, the company

provides monthly trans-Asia programs from Vietnam to Thailand, Singapore, Hong Kong, Japan... The tour lasts from 7 to 15 days according to the program.

The Director of Khánh Hòa Tourism said the company had to borrow money so as to build the joint-venture Saigon-Nha Trang Hotel as planned and secure to complete it within 15 months. In particular the provincial authorities pay great regards and give help to Khánh Hòa Tourism for its development.

The company's long-term strategy is developing uniformly on every side and acting as a large-size company in order to compete with other tourist companies in the market economy. Just because of this, the company had plans to train its staff as follows: training tour guides overseas and inland, giving refresher courses to employees in hotels and restaurants so that they serve following the international style. Besides the company renovates its rooms up to international standard.

At last Ms Lê has three wishes for Khánh Hòa Tourism such as Saigon-Nha Trang expressway, international airport and cooperations and joint-ventures between the company with other partners to make the best use of Khánh Hòa Province's advantages. We hope her wishes will come true ■