

HOSPITALITY & TOURISM COMMITTEE 2015

Leadership Team:

Board Liaison: Jeff Puchalski, Doris Marchardt

Chair: Doris Marchardt

Vice Chair:

AmCham Coordinator: Amy Nguyen

Active Committee Members:

- Mr. Minh Anh Vu – Terraverde Travel
- Mr. Pham Van Thong – HTH Corporation
- Mr. Ngo Minh Duc – American Airlines
- Ed Henry – WMC
- Todd Zink – PSM College
- Victor Vladovich – Asia World Enterprise
- Hawkins Pham – Indochina Capital

Mission Statement:

The committee promotes the Hospitality and Tourism interests of both Vietnam and The United States of America by providing both a discussion platform on issues and challenges related to these industries and also via networking opportunities. The committee examines industry trends and standards with a goal of enhancing Vietnam's overall leisure and business travel experience. We assist in setting standards and helping to improve a competitive advantage over other destinations in South East Asia. The committee offers an extra value for members representing the Hospitality and Tourism businesses that will allow them to fully benefit from their membership in AmCham.

1. The H&T Committee meets **on the second Wednesday every two month from 9 to 10am – Venue to be advised prior to the meeting.** Committee members will discuss or present on key issues.

Hospitality and Tourism Committee Action Plan 2015

2. Broaden Membership: Broader membership of Committee to increase working group up to **12** active members that participate regularly in committee meetings.
3. Decide on new Chair for 2015 within Q1
4. Committee's effectiveness:
Establish structure and procedure to improve member commitment and effectiveness (progress matrix, rotating meeting moderator/chair, creative meeting techniques and multimedia usage).
5. PR & Communication:
Improving communication about our H &T committee's work and outcomes (on AmCham website, networking events).
6. Develop relationships:
Work closely with EuroCham, VBF and other relevant organizations in Vietnam to align strategies and work on key issues. Join VBF working group and subgroups to address key issues. Facilitate a dialogue with the new leadership of HCM City's Department of Tourism to promote mutual understanding and AmCham's H&T committee exposure and agenda.
7. Quarterly Networking events for Hospitality and Tourism Professionals.
Inviting occasionally prominent H&T professionals/guest speakers for Business luncheon

and discussion and expert conversation.

8. Visa:

- Keeping a watch on the “resolved” Visa extension of Visa waiver program for citizens of 7 Countries (Denmark, Norway, Finland, Sweden, Japan, Korea and Russia).
- Follow up on 2014 letter recommending additional countries for visa waiver.
- Implement real Visa on arrival – shorten Immigration process and improve on operational issues upon arrival.
- Visa fee – consider to reduce and align Visa fee in various countries.
- Invite an immigration official to an informal and off-the-record F&A session and talk to gain a better understand of the visa issues and the “Vietnamese” perspective.
- Impact of ASEAN Common Economic Community 2015 on hospitality and tourism industry in Vietnam and the region Destination Marketing – promote Vietnam as a destination.
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9. Destination Marketing:

- Consider increasing funds and budget for marketing and destination marketing.
- Infrastructure development.
- Preservation of cultural heritage and environment.
- Tourist Safety.
- Tourist Information.
- Promoting HCMC as a stand-alone destination for business events (how can we attract more MICE business to the city despite the lack of an official Convention Bureau?)
- Strategic alliances for destination marketing: Lessons learned from other countries and cities.
- Recommend Nation Destination Promotion to generate demand increase (e.g. Price Decrease for Vietnam package as a national program: we need cooperation and consolidation of involved partners – Airlines, Hotels, Tour operator).
- An update report on American market to help VN travel agencies to strengthen the market.

10. Education and Training

- Visit of a hospitality & tourism school in HCMC and discussion with lecturers and students on pressing issues in our industry and how to improve the image and quality of the industry and H & T professionals.
- Facilitating cooperation between hotels and training institutions.
- Developing “Education & Training” as an important focus and area of expertise of the committee and foster communication and transfer of knowledge and practical skills to educational institutions, H&T curricula and decision makers.
- Increase scholarships for Vietnamese students in tourism sector.
- Link and create academic exchange opportunities between US and VN universities in Tourism research-education.
- Update committee’s members on the relevance and application of VTOS.

11. Co-operation with Government agencies to promote Tourism (e.g. traffic regulation, Visa issues, entertainment regulation, visitor regulation, petit crime).