



**THE COUNCIL FOR PROMOTION
OF TOURISM IN ASIA**



**HA NOI CITY PEOPLE'S COMMITTEE
HANOI DEPARTMENT OF CULTURE,
SPORTS AND TOURISM**

THE REPORTS ON WELCOME TO ASIA CAMPAIGN

Hanoi, 18th – 19th November 2013

PROGRESS

- Implementation of Joint projects
- Cooperating closely with Secretariat and all member cities in order to implement tourism activities such as: exchanging survey famtrips, linking website, providing tourism promotion publications...



“Welcome to Asia” campaign

**Taking part in all CPTA Annual Meetings,
actively such as: Tokyo at 2009, KL at 2010
and 2013, Jakarta at 2011**

**Especially, organizing successfully the CPTA
Annual Meeting XI which held in Hanoi
Horizon Hotel from 9th – 12th October 2012**

Cooperating in
distributing,
displaying
member cities'
publications at
Travel Fair,
Conferences,
Exhibitions...





Organizing the CPTA Common House to promote all member cities tourism images at Vietnam International Travel Mart 2013 - VITM 2013

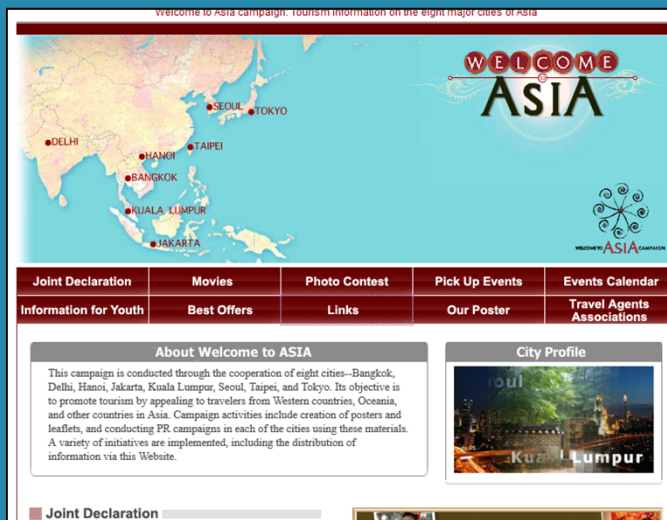
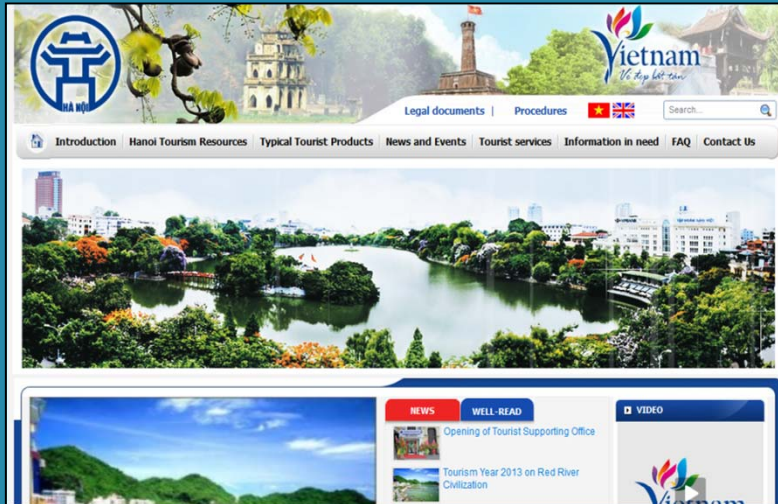
Organizing training course, specialize conference related tourism to improve service quality, enhance human resource.



Bilateral cooperation:

- Organizing tourism promotion programs, monitor tours...
- Exchanging tourism experiences, survey delegations.
- Training human resource.





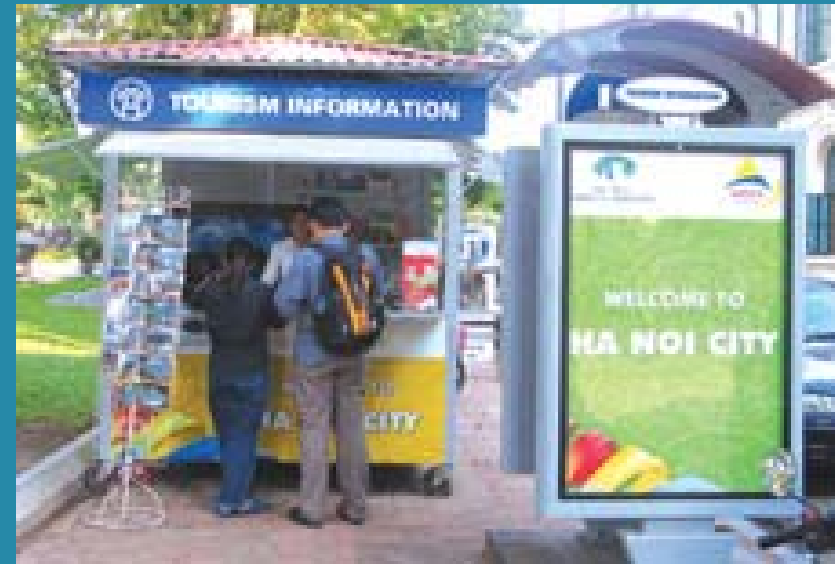
Cooperating on website exchanging information:

- Building and managing website with mutual language.
- Providing CPTA information, link of CPTA website on Hanoi website.
- Updating Hanoi tourism information on website.

Joint project enhancing of hospitality and friendly



- Operating a system of tourism information kiosks and a system of touching screen kiosks
- Setting up guidance signs at public places, tourist spots, destination...



Information Kiosk

- Launching Tourist Supporting Office
- Setting up hotline 24/24





Operating tour around city by electric car



Biking tour

Aiming to conduct the Green Tourism product, usually organizing a lots of projects, plannings, such as:

- Arranging the “Green lotus” program for hotels in the city**
- Implementing projects, plannings for sustainable tourism development and protecting environment, saving energy such as: Ba Vi Community tourism, making traditional village tourist products, National Tourism Zone Ba Vi – Suoi Hai...**

Usually organizing volunteer groups who participating at city's tourism events
Enhancing tourism programs for youth such as: biking, trekking, adventure...



Joint project One Asia Pass Campaign



Mutual Tourism Promotion Project



Tokyo

Hanoi



Achievements

As a role of CPTA member cities, Hanoi city actively cooperate with the Secretariat, all member cities to implement joint projects.

Through the implementation of activities in framwork of CPTA, Hanoi tourism images and potential has been promoted not only in the CPTA network, but also in the region and the world.

During the pass time, Hanoi tourism industry has achieved actively results, contributing to the development of tourism and attract more tourists to Ha Noi.

Thank you for your attention

