

Hoi An Tourist Service JSC's Development



For over 20 years of development, the Hoi An Tourist Service JSC has achieved many accomplishments and is increasingly asserted its leading position in tourism in the Central. Vietnam Economic News' Reporter Ngô Hoa had an interview with General Director of the company Le Tien Dung on his company's future development.

◆ *What are your company's outstanding achievements in the past 20 years?*

Founded in April 1990 on the basis of a merger between the Hoi An Catering Company and the Hoi An Tourism Company, the Hoi An Tourist Service JSC was equitized in 2006 and has well operated ever since. Over the past 20 years, we have maintained sustainable development, with successes made on our way of growth. By applying various measures, we have gradually developed our brand in the local tourism market, creating a stable working environment for our employees and contributing considerably to the state budget. In 1991 we had only a few dozen employees and our sales value reached VND3.1 billion; but in 2011 our workforce totaled nearly 500 and our sales value reached VND140 billion, making an annual average growth rate of more than 20 percent and generating around VND41 billion in profit.

◆ *What difference has your company made?*

Every year, we have plans to upgrade and renovate our hotels up to international standards. Particularly in the 2010-2011 period, we invested over VND36 billion to upgrade the entire 150-room Hoi An Hotel, setting up new rooms (Junior Suites), restaurants and gardens. We have also applied a comprehensive working policy, ensuring legal rights for our employees in accordance with the Labor Law, creating a favorable working environment and a healthy competitive environment for our entire staff.

Besides the development of a skilled workforce, we have bravely employed external managers to assume key positions in the company. Every year, we offer our staff training courses at local and international vocational schools of tourism. Many of our leaders have gone on studying trips to Singapore or attended in-service VITOS training courses as part of the Europe Human Resource Development Project. Additionally, we have also managed to build a specific behavioral culture in our company.

◆ *How does the company coordinate with other local tourist companies to promote the image of Hoi An to the traveler?*

We always strive to cooperate with other local tourist companies to promote Hoi An as an ideal destination for both local and foreign visitors and manage to offer them varied tourism products. We have joined tourism promotion programs initiated by local authorities, organizing tourism promotion programs on social networks and annual local and international tourism promotion fairs.

◆ *What will the company do to maintain the leading position in the Central's tourism?*

We have built a strategic development plan until 2015, targeting to become one of the five leading tourist companies in the Central. We will buy more three to five star hotels in the Central and invest in ecological parks and high-end resorts in Quang Nam Province. To accumulate more capital for future investment, we entered local stock markets and on July 21, 2011 our stocks have been officially traded with the code: HOT, creating favorable conditions for investors and also a milestone in our development process. ■