

ABSTRACT

The Doi Moi policy is the reform for develop Vietnam's economic in Vietnam country, and implemented in 1986. The reform includes 1) the distribution of administrative power. 2) Free market economy 3) Exchange rate and interest rate are based on the market mechanism. 4) For Agricultural Policy Long-term land ownership and free trade of agricultural products. 5) Increased role private sector 6) liberalization of investment. Of these, there are two things that affect the development of the tourism industry by increase the role of private sector and liberalization of investment.

Keyword: Doi Moi policy, tourism, private sector, liberal investment